

From Commodities To Purina Concentrates



In the fall of 1992, Gerald Smith decided to try Purina's Maxi-Tech Concentrate feeding program. After 15 years of feeding commodities and minerals, he was skeptical about attempting an entirely new feeding philosophy. After 3 years on the Purina program, the Gerald Smith dairy has been very successful and he was willing to share his experiences with the program.



Eugene Smith,
Gerald Smith,
herdsman
Terry Heeter,
and
Shawn Pote

8/95 DHIA TEST

# Cows	126.4
% DIM	92.0
RHA	21654
% BF	3.83
Lbs. BF	831
% Prot.	3.14
Lbs. Prot.	681
Ave. Peak of Mature Cows - 94.5	

Gerald Smith's Feeding Program 75 Lb. TMR

- 36.3 Haylage
- 30.3 Corn Silage
- 16.9 HMEC
- 8.3 Purina Concentrate
- 3 Whole Cottonseed
- .25 Bicarb
- .10 Magox

Producer Comments:

"What impresses me most is how our feed price changes very little from month to month. Purina does a good job of adjusting their formulas as market prices change."

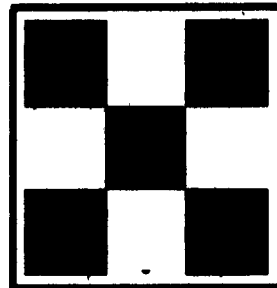
"Product quality is excellent. We had always believed that they used 'junk' in pellets but this is definitely not the case."

"Our veterinarian has commented that we have one of the healthiest herds in the area."

"Purina gives superior service - you get more for your money than just feed."

"With Purina there seems to be no gimmicks or frills in their feeding programs, just rations based on sound nutritional research."

Purina Mills and Bedford Farm Bureau thank Gerald Smith for his business and for the opportunity to prove Purina products and programs work.



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