

Dealers Hear About New Dairy Feed

MECHANICSBURG (Cumberland Co.) — Purina Mills Inc. this week introduced a new type of dairy feed, "Proteus," that is targeted at reducing the amount of total crude protein fed to a dairy cow and also the amount of nitrogen eliminated through a cow's urine.

The importance of this commercial feed introduction is that it marks the first available dairy food product (to knowledge) developed with the intent of targeting consistent and reliable delivery of proteins for digestion in specific areas of the dairy cow to increase the efficiency of total protein utilization.

Purina Mills Inc. officials introduced the product along with two other product changes during a special dairy feeds seminar for Pennsylvania and regional Purina dealers, held Tuesday at the Holiday Inn-West, in Mechanicsburg.

According to officials, the Proteus product is not seen primarily as a milk-production enhancement feed.

The company said that it may be seen by dairy producers as a way to maintain high production while using less total crude protein and

allowing more energy in the ration to maintain body weight.

The potential is that it could perhaps benefit milk production and also overall and reproductive health.

During a normal lactation, for a period following calving, a cow uses more energy to make milk than it can acquire through its diet. That energy comes from energy stores in the cow.

Too much dependence on body reserves can result in ketosis which can create a number of cow health problems, frequently including laminitis and foot-shunt problems.

Since only so much feed can be taken in by a dairy cow daily (usually expressed in terms of dry matter), the assumption is that if a high milk production ration can be altered to reduce the amount of protein in the ration there may be room to add more energy, and thus be able to boost some production.

That is part of the strategy being used by Purina, in that it is combining the proteus product into its line of EXT-Nuggets. The nuggets are the company's existing high-energy feed product, used to deliver high energy for more milk production.

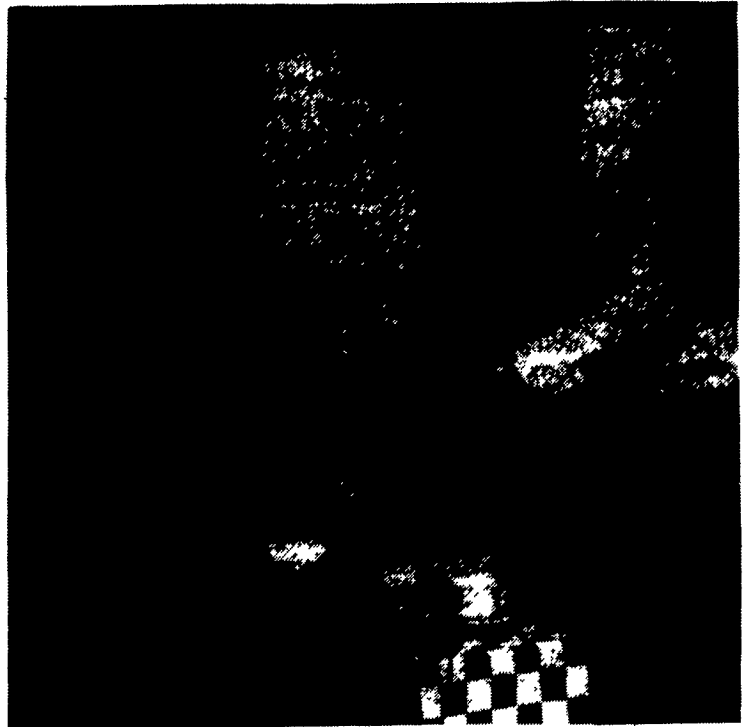
During a discussion of its development, Dr. Mark Hanigan, dairy research manager for Purina, said that work was done to develop the product in five steps.

The first step was with a study on "post-ruminal nutrient infusions," which basically means that a study was done with amino acids and dairy research animals to determine empirically what made a difference (would serve as a necessary complement) in small intestine absorption compared to protein digested in the rumen.

After discovering from that research that certain protein-based substances infused into the digestive system could make up for less total protein being pumped into the rumen, the next phase was developing the HiVAP material that would accomplish that bypass protein fate, and make feeding more efficient.

Digestibility studies were next developed as a third phase, and then early lactation studies were done, followed by actual field trials. Some of the field trials were done with Pennsylvania herds.

In other announcements, Purina officials said that the company has changed the manufacturing processes for its milk replacer.



Dick Poeppel hands two different milk replacer solutions to a seminar attendee to demonstrate mixability differences.

Dick Poeppel, marketing manager of the Purina dairy business group, in St. Louis, Mo., presented the new milk replacer to the dealers and demonstrated the improved mixability and suspendibility of the product.

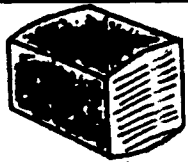
He also reminded dealers that

they should make sure to instruct their customers to keep in mind the temperature of the stored milk replacer, and the temperature of the mixing vessel (bucket) when making up a batch of milk replacer to feed calves.

HUBER'S FALL HARVEST SALE

HARVEST THESE VALUES

OCTOBER 21 THRU OCTOBER 26



**JAMES RIVER
DIARY
TOWEL**

#812 **\$13.95** 4000 PK.



**DEXTROSE
50% SOLUTION**
\$1.35

500 ML. BOTTLE



Quality You Can Count On



**UNION RAZOR BACK
ALUMINUM
SCOOP SHOVEL**

#14-29", 36" OR 40" HANDLE

\$32.50



**WHITE SALT
BLOCK**

50 LB. BAG

\$4.25

**CAT
STARS
CAT FOOD**

20 LB. BAG

\$6.50



**PROCAINE
PENICILLIN**

250 CC

\$12.95



**SPORTSMEN
DOG FOOD**

50 LB.

\$9.95

21% PROTEIN



**TINGLEY MEN'S
WORK
RUBBERS**

•S •M •L •XL •G

\$8.50



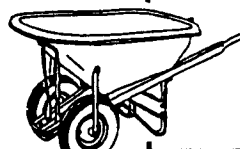
**GOLDEN PERFORMANCE
MILK REPLACER**

\$35.95

50 LB.

ALL MILK

20% PROTEIN
20% FAT



**SCENIC ROAD
WHEELBARROW**

K-10 POLY • 2 WHEELS

\$119.00



**CATTLE
MAGNET**
300L (BLACK)

\$1.75 EACH

12 OR MORE \$1.65 EACH

**CO-FLEX
FOOT WRAPS**

\$1.15 EA.

**ASPIRIN
BOLUSES**

\$7.50 50 CT.



**ANCHOR
TRAP-N-A-SAK**
RAT & MOUSE BAIT

50 pk. 5#

\$25.00



- YOUR HEADQUARTERS FOR**
- Veterinary Needs
 - Sanitation Products
 - Rat & Mouse Bait
 - Boots & Rubbers
 - Rair Suits
 - Vaccines
 - Fence Supplies
 - Black Plastic
 - Brooms
 - Shovels
 - Water Bowls
 - Baler Twine

**HUBER'S
ANIMAL HEALTH
SUPPLIES**

810 TULPEHOCKEN RD.

1/2 MI. EAST OF MYERSTOWN AT MILLARDSVILLE

OFF RT. 422

PHONE: 717-866-2246

**LOOK FOR OUR
IN-STORE
UNADVERTISED
SPECIALS!**