

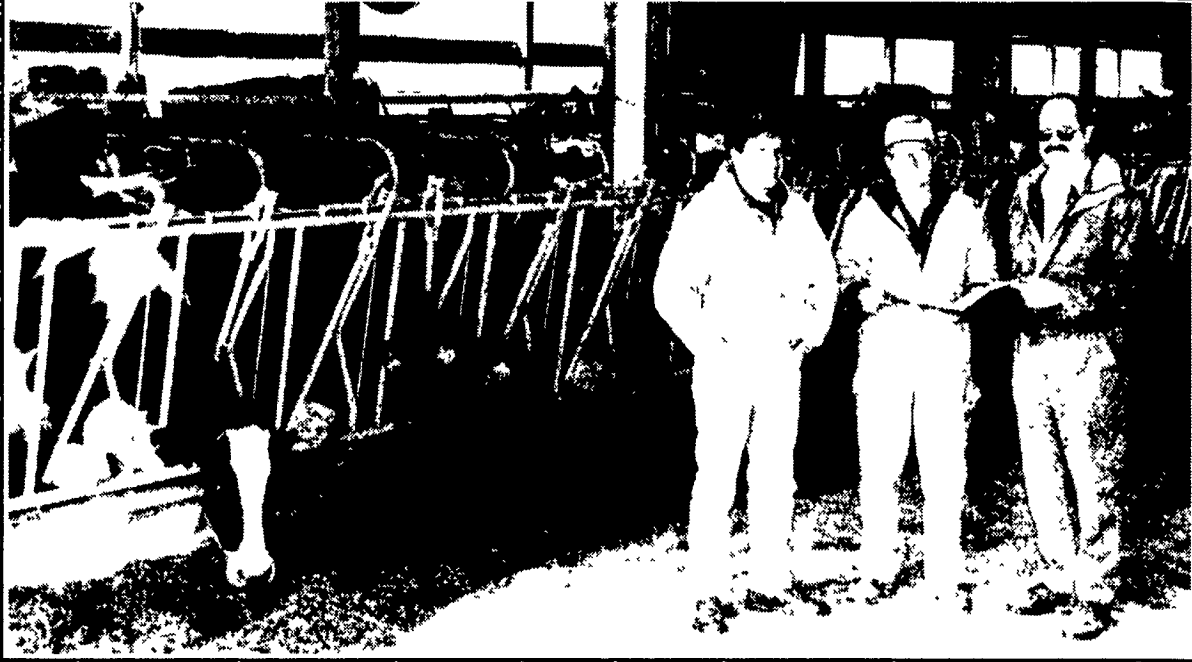
# PURINA DAIRY HERD PROFILE

## SERVICES THAT'S MORE PROFITABLE

For Francis and Dan Mains, who farm 700 acres west of Carlisle, the bottom line is the gauge by which they judge their dairy farm operation. In partnership for 10 years, this father and son team work very well together.

"We market our crops through the cows," Dan said. "My dad and I work the field crops and hire people to manage and milk the herd. I don't consider myself a cow man. That's why the consulting service that comes with Purina's program is so important to us."

Today, 366 cows produce a rolling herd average of 24,513m and 64 cows milking more than 100 pounds and a daily herd average of 83.9 pounds. But it wasn't always this way. When the Mains switched to Purina nearly three years ago, the herd average was only 21,000m and was unsatisfactory. Now with Proteus balancing corn silage, western hay, cotton seed, high moisture corn, beans, and bean meal in a TMR mix, production has increased significantly. And the Mains believe that within the next five years they can increase production even more. They are



From left, Dan Mains, owner, Will McAnlis, herd manager and Paul Hann, Jr., Purina dairy specialist, talk cow nutrition.

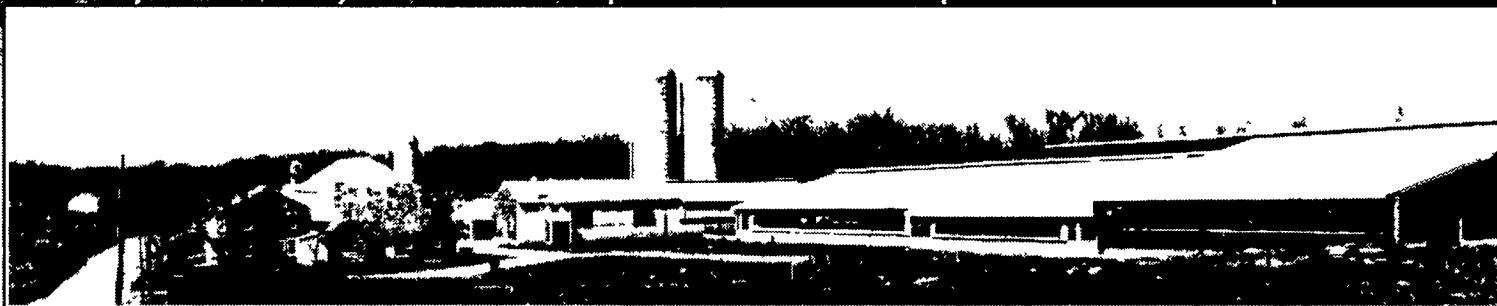
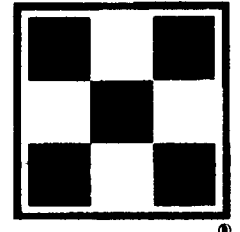
working toward a goal equivalent to two million pounds of milk per person.

In addition to Proteus for the milking cows, they use Prepare 50 for the dry cows, Nurse Chow for the small calves, and Calf Startena for the larger calves.

While these dairymen believe Purina feeds are excellent, the extra services are of even greater importance to the total dairy operation. Their Purina representative acts a consultant for the herd. Blood, milk, or tissue testing is done by the veterinary laboratory at Purina's headquarters

in St. Louis.

"Purina has a lot of services you can't get anywhere else," Dan said, "and it's these services that help make our farm more profitable. If our feed representative does not have the answer to a problem, he can get the answer very quickly."



Francis and Dan Mains operate their 700-acre, 366-cow commercial dairy herd from this picturesque setting west of Carlisle.

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