

PURINA DAIRY HERD PROFILE

PERFORMANCE and PROFITABILITY

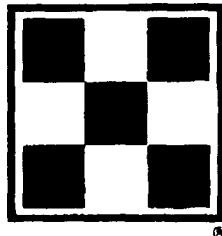
When you talk about performance and profitability it is hard to beat the numbers at Moyer Village Farm located in Dublin, Bucks County.

Clifford Moyer and sons Neal and Dave have 80 registered Holsteins with an additional 80 calves and heifers. They milk and house the cows in a conventional tie-stall barn and farm 300 acres for corn, beans, alfalfa, and grass to feed the dairy herd with a TMR. In addition, they run their own retail milk outlet at the farm.

In 1992, the Moyers made the switch to Purina 36 WCS base concentrate and North America 40D plus. At the time the herd was producing 18,500m.

"We saw what Purina was doing in other herds, so we made the change." Neal said. "What we saw was milk."

Now the milk they see is not in neighbor's bulk tanks. They see lots of milk in their own bulk tank. Since



Dave, Neal, and Clifford Moyer pose with an outstanding producer that has milked up to 167 pounds per day.

they started to feed Purina, the herd average has had a yearly increase. Today, the latest rolling herd average is 27,901m 877f 866p. Individual cows have milked up to 167 pounds per day and 20 percent of the herd is usually milking over 100 pounds of milk per day. One cow right now has 40,269m in 325 days and is still producing 108 pounds per day-- this on 2X, no BST, no other milk stimulants.

The Moyers give a lot of credit to Purina, not only for feeds for milking

cows, but also for their calf, heifer, and dry cow feeding programs. The heifers grow large very quickly, and the dry cows come fresh in excellent condition. Calf Grower DQ, Cornerstone Concentrate, and Prepare are all used on the farm.

"We simply like the Purina feeds, and the Purina people who serve us in nutritional management," Neal said.

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