

PURINA DAIRY HERD PROFILE

"Feed Costs... Radically Reduced"

JMJ Springpond Registered Holstein Farm began in 1989 when Jeffrey, Michael and Jennifer Davis, children of Ray and Francis Davis, wanted to farm. A farm near their home in Berks County near Leesport became available about the time Jeff and Mike graduated from high school. The siblings had been raising and successfully showing 4-H animals so they put their animals in a "JMJ" partnership and purchased additional cows to begin their dairy operation. Dad worked off the farm.

The family continues to be successful, milking 60 cows that continue to increase in production and show fine type with 12 or more cows classified VG to 89 points. It was the production part of the business that brought the Davis family to Purina.

"We were at a stalemate in early 1997," Mike said. "We thought we could get more milk but the feed cost was going up and up and we were not getting any more milk.

"We switched to Purina in April last year and we could tell a big difference within six weeks. Not only were we



This Celsius daughter is classified VG85 and projected at 27,000m as a two-year-old. Her friends are from left, Jeff, and Mike Davis (at halter), and Dave Kiebach, Purina's farm consultant from Anthony's Feed Mill, Strausstown.

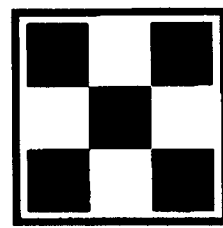
getting more milk, our feed costs were radically reduced. Purina's program put us on more home-grown roughages with less purchased feed. They balanced our haylage, corn silage, and high moisture corn in such a way that made it good for the cows and good for our bottom line."

Today the top record in the herd is 38,000m. Twelve cows are milking over 100 pounds per day and the herd average is over 24,000m an increase of 3,000 pounds of milk in 14 months since changing to Purina feeds without using BST. And while milk production increased, butter fat and protein held to previous levels.

Another major improvement is breeding efficiency. Before the move to Purina, first-time conception rate was 33 percent. Now they have a rate of 51

percent, a definite indicator of improved herd health. Of course, calves, heifers, and dry cows are fed Purina feeds.

"After we switched to Purina, feed costs went down and milk production went up," Mike said. "And production is still increasing. I can certainly recommend Purina's programs and their farm consultants like Dave Kiebach to other farmers. In fact, based on what we have experienced in our own herd, I have already done this."



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