

PURINA DAIRY HERD PROFILE

... "Decrease In Feed Increase In Milk Production"

Since the turn of the century, Logan Bower's family has tilled the soil on the 500 acre Pleasant View Farm located three miles west of Blain in Perry County. Logan, the third generation, worked here all his life and in 1991 started to lease everything from his father. In 1997 an outright sale was made between father and son and now Logan is the sole proprietor. He milks 141 cows that average 21,526m 786f 669p.

But the production was not always this high. When he started to feed Purina feeds in 1997, the herd average was only 18,327m 672f 590p on 20 less cows.

"Neighbors who feed Purina got me started on their calf raising program six or seven years ago," Logan said. "I was impressed with the results. The feeding program I was on for the cows was not very aggressive. I felt I needed to get more from the feed. So because of what Purina feeds had done with my young stock, I went their way with all my feed needs."

Logan wanted a company that had service, backed their feed with research and had a representative that knew the dairy business.

"Purina has the financial backing, research capabilities, and the service that I want," Logan said. "With Purina, I get more feed into the cows but my cost is less."

Logan uses freestalls and a milking parlor to accommodate his herd. He has feed and water available everywhere the cows happen to be, even out in pasture. Computers play an important management role in the operation with all management records, accounting, inventory and even current invoices from Purina available.

"We know what our feed cost is," Logan said. "We figure the value of our farm-grown hay and silage every



In the milking parlor are from left, Mark Yarish, Purina dairy specialist; Travis McKeenan, milker; and Logan Bower, owner.

month. The dairy division of this operation actually supports the agronomy part of the farm. In just one year's time with Purina, I saw a decrease in feed cost and an increase in milk production with the same amount of feed.

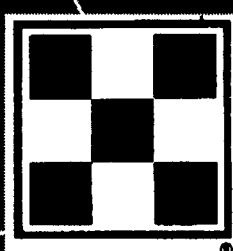
"I'm a one program man. There needs to be a smooth transition from heifers to dry cows to the milking herd. With Purina you

can do this.

"Yes, I recommend Purina to other dairy farmers who are considering a new feeding program," Logan said. "But don't fool around with an economy mix. Go right to the top of the line feed. I lost ground by trying to be economical. The higher cost feed actually costs less per hundred of milk produced."



Pleasant View Farm nestled in the valley near Blain in Perry is the home of Logan Bower, third generation to farm the 500 acre dairy farm.



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