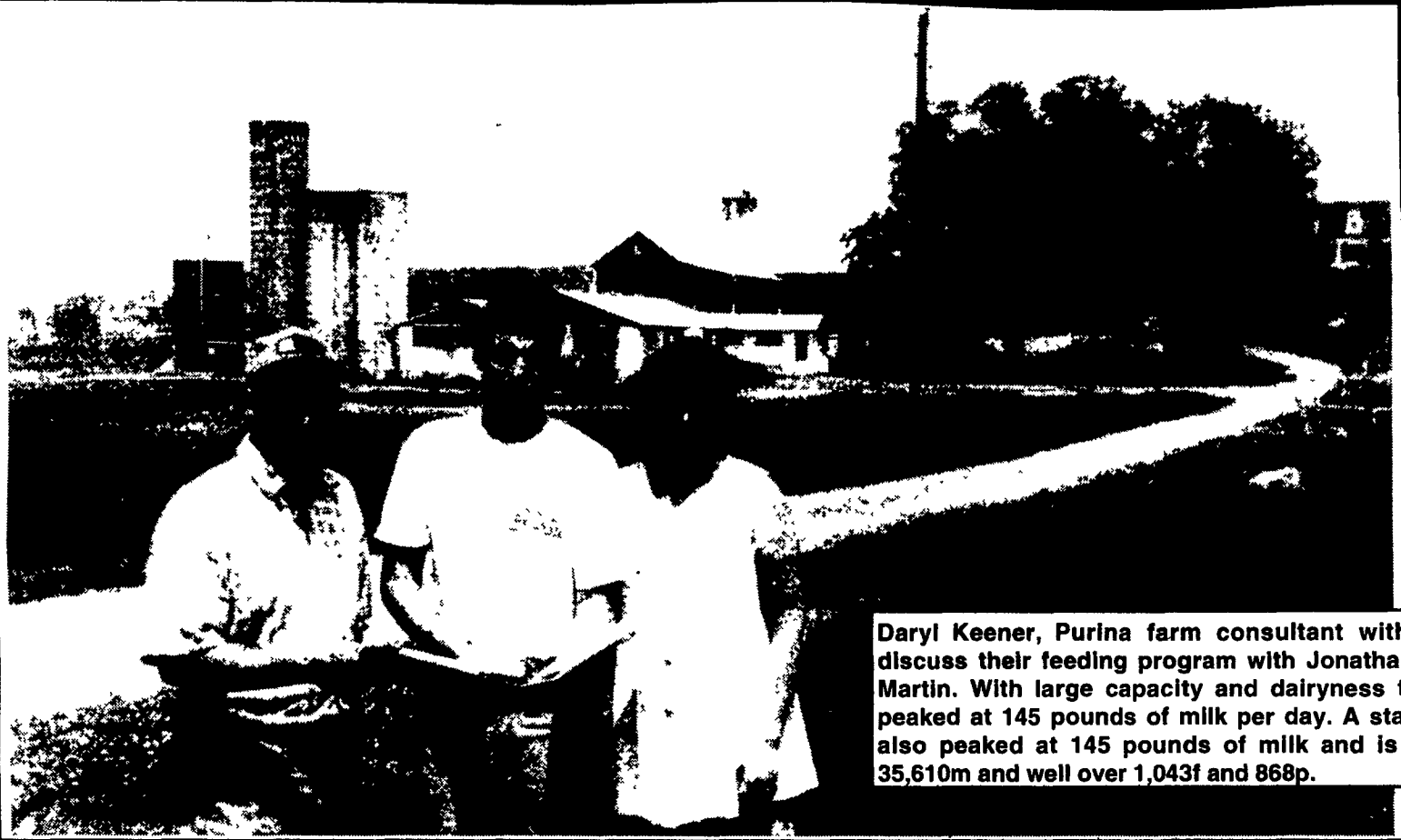


PURINA DAIRY HERD PROFILE



Daryl Keener, Purina farm consultant with Hess Mills discuss their feeding program with Jonathan and Jolene Martin. With large capacity and dairyness the Tina cow peaked at 145 pounds of milk per day. A stablemate Ellie also peaked at 145 pounds of milk and is projected at 35,610m and well over 1,043f and 868p.

Wheatland Dairy Farm located just west of Churchtown along Rt. 23 has been in the Martin Family since 1858. Representing the sixth generation on the farm, Jonathan and Jolene Martin milk 50 to 55 Holsteins on a conventional tie-stall barn. The rolling herd average is 21, 397m 829f 683p. This is noteworthy because back in November 1998, only six months ago, the herd average was only 18,267m. That's when the Martins switched to Purina feeds. The immediate noticeable increase in production and herd health has them completely satisfied with their present feeding program.

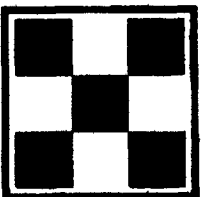
"We could not have been nearly as successful in farming if the cows would not milk more than they did six months ago," Jonathan said. "I had to do something to get more milk out of the cows."

That something was found in the Purina Proteus custom blend in the TMR mixer with corn silage, haylage, high-moisture corn and a little dry alfalfa hay. In addition Purina's Freshener Pak helped bring the cows into production with better body condition

and minimal freshening problems. A higher forage diet is part of Purina's nutritional recommendations and no BST is used. Even with the higher milk production, a 3.8 percent butterfat test has been maintained since the Martins began to use Purina feeds.

"We had heard from some neighbors that Purina was doing a good job," Jonathan said. "And our veterinarian had a good word for the herd health he found in other Purina herds. So we decided to try Purina and we have not been disappointed."

"I like the detail in their nutrition program. Their feed consultants want to work for you. If you have a problem, they seem to be able to find a solution that works and continues to work. And along with the higher production, herd health especially at freshening, and better conception rates, we are paying out less for feed than we were."



"That's why we recommend Purina. They have worked for us."

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