

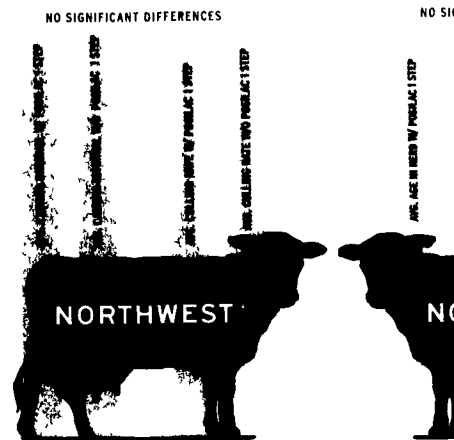
POSILAC 1 STEP CAN HELP YOU REACH YOUR GOALS.

START 9-10 WKS AFTER CALVING

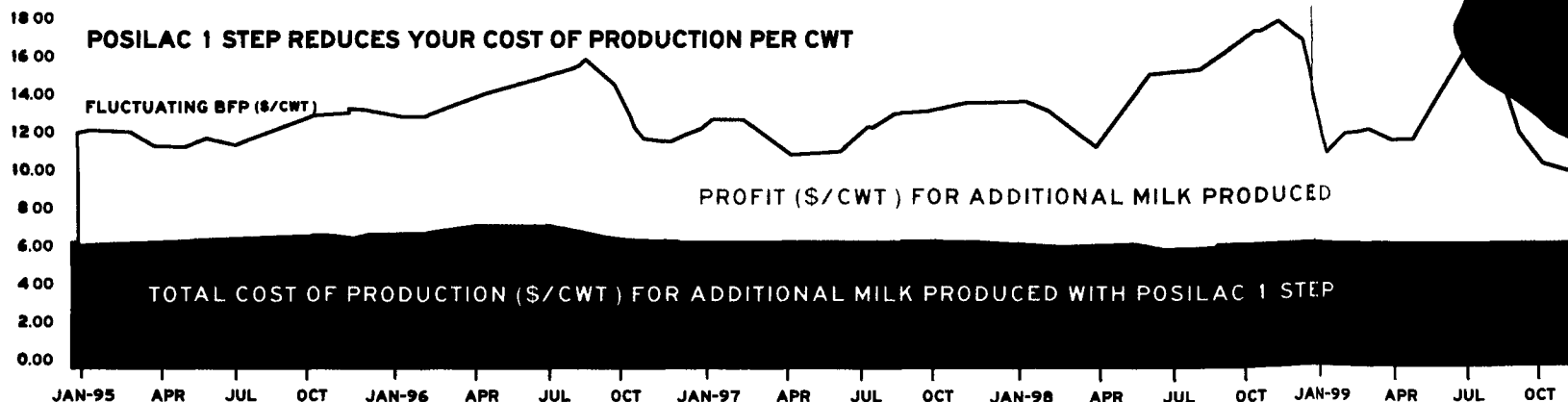
Because cows have more responsive secretory cells available early in lactation versus later, cows should be supplemented earlier rather than later. For best results, start POSILAC 1 STEP 9-10 weeks after calving.

GET AN 8-12 POUND RESPONSE, YEAR AFTER YEAR

From clinical and field trials to the Northeast DHI Data Study and the Northwest DHI Data Summary, a wide range of studies over many years all prove that POSILAC 1 STEP increases response an average of 8-12 pounds/cow/day, lactation after lactation, year after year.



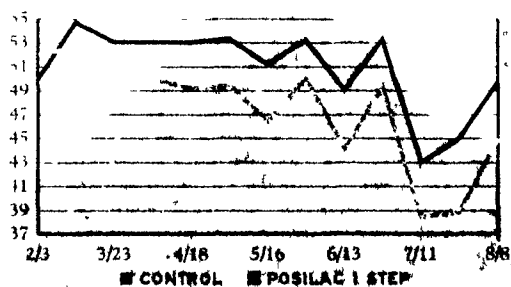
SOURCE *NORTHWEST DHI DATA SUMMARY 2000 **NORTHEAST



REDUCE YOUR COST OF PRODUCTION

While you can't control milk prices, you can control your cost of production. Using POSILAC 1 STEP reduces your cost of production per CWT, making the additional milk you produce extremely cost efficient.

DRY MATTER INTAKE AND POSILAC 1 STEP



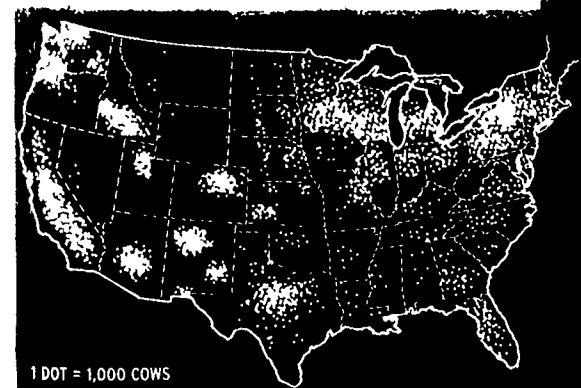
DRY MATTER INTAKE INCREASES

Healthy, comfortable cows maintain higher levels of DMI. Cows in herds supplemented with POSILAC 1 STEP increase dry matter intake in accordance with production and maintain higher levels of DMI throughout lactation, even during periods of hot weather.



COWS FEED THEMSELVES FIRST

Cows always feed themselves first to maintain health and fetal development. Then, and only then, are extra nutrients used to produce more milk.



POSILAC 1 STEP ACROSS THE COUNTRY

Producers with herd sizes from the teens to the thousands, in every management situation and from all regions of the country have successfully used POSILAC 1 STEP for years. With sound nutritional, herd health and cow comfort management, anyone can use POSILAC 1 STEP to become more productive and more profitable.