

AVG. AGE IN HERD W/O POSILAC 1 STEP
 AVG. DAYS IN MILK W/O POSILAC 1 STEP
 AVG. DAYS IN MILK W/ POSILAC 1 STEP
 AVG. DAYS IN MILK W/O POSILAC 1 STEP



DHI FIELD DATA STUDY 1999

COWS STAY HEALTHY AND GET BRED BACK

DHI records in different parts of the country indicate that cows in herds using POSILAC 1 STEP stay healthy and get bred back at about the same rates as herds that do not. Past clinical trials indicate pregnancy rates may be reduced in cows and days open may increase in heifers. See POSILAC 1 STEP label for details.

IMPROVE YOUR CASH FLOW

Cash flow is especially important with narrow margins. POSILAC 1 STEP can help give you results you'll see for yourself as soon as your next milk check.



BREAK-EVEN RESPONSE

It only takes a small response from POSILAC 1 STEP to reach break-even and be profitable.

BREAK-EVEN RESPONSE

Milk Price (\$/CWT)	Breakeven # s DM=\$ 05	Breakeven # s DM=\$ 06	Breakeven # s DM=\$ 07	Breakeven # s DM=\$ 08
\$10 00	5 0 lbs	5 3 lbs	5 6 lbs	6 0 lbs
\$10 50	4 7 lbs	5 0 lbs	5 2 lbs	5 6 lbs
\$11 00	4 4 lbs	4 7 lbs	4 9 lbs	5 2 lbs
\$11 50	4 2 lbs	4 4 lbs	4 6 lbs	4 9 lbs
\$12 00	4 0 lbs	4 2 lbs	4 4 lbs	4 6 lbs
\$12 50	3 8 lbs	4 0 lbs	4 1 lbs	4 3 lbs
\$13 00	3 6 lbs	3 8 lbs	3 9 lbs	4 1 lbs
\$13 50	3 5 lbs	3 6 lbs	3 7 lbs	3 9 lbs
\$14 00	3 3 lbs	3 5 lbs	3 6 lbs	3 7 lbs
\$14 50	3 2 lbs	3 3 lbs	3 4 lbs	3 6 lbs
\$15 00	3 1 lbs	3 2 lbs	3 3 lbs	3 4 lbs
\$16 00	2 8 lbs	2 9 lbs	3 0 lbs	3 1 lbs

POSILAC 1 STEP RETURN ON INVESTMENT

MILK PRICE	\$10	\$11	\$12	\$13	\$14	\$15	
RESPONSE	10	54%	70%	85%	100%	116%	131%

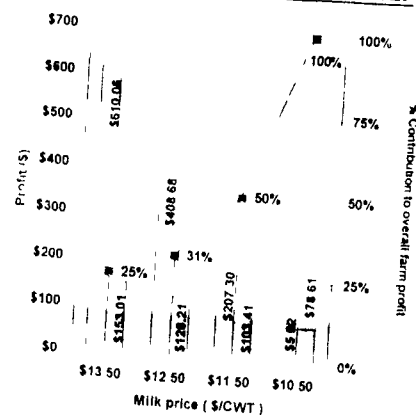
A COMFORTABLE COW IS A PRODUCTIVE COW

Take care of cows and they'll take care of you. Healthy, comfortable, well-fed cows produce more milk because they're under less stress.

POSILAC 1 STEP HELPS YOU REACH YOUR GOALS

- ┆ Buy more cows
- ┆ Purchase new equipment
- ┆ Tap into the resources of consultants
- ┆ Save more for your children's education
- ┆ Make investments for retirement

PERCENT PROFIT FROM POSILAC 1 STEP



SOURCE 1984 CENTRAL MN FARM BUSINESS MANAGEMENT REPORT

CONTRIBUTION TO PROFIT The % contribution of profit from milk produced with POSILAC 1 STEP to overall farm profit increases when milk prices decline. It's especially important to use POSILAC 1 STEP when milk prices are low.