

PURINA DAIRY HERD PROFILE

**... "COWS
PRODUCE
ON IT."**

The Martin family has farmed this dairy farm for more than 30 years. Today, Jason and Marie Martin and their four small children live here and farm 200 acres that includes rented ground to feed their high-producing dairy herd.



For the last 30 years, the Martin family has been dairy farming on their 75-acre farm in Lebanon County near Newmanstown. And for most of this time, they have been Purina customers though other programs have been tried for comparison.

Today, Jason and Marie Martin and their four children, Jolin 11, Randall 8, Aryln 3, and Lorlle 2, farm the home place of 75 acres and rent another 150 acres. They raise hay, corn, barley, soybeans and rye to feed their 75 Holstein milk cows and additional replacement heifers.

"We especially like Purina feeds because of their consistency," Martin said. "When you get the next load, it doesn't change much from the previous load. In fact, you can't tell the difference."

And there is good reason to feed Purina. Their rolling herd average is

25,103m. On the most recent DHIA test, 14 cows were milking more than 100 pounds and individual production records go over 30,000m with the top records on No. 79 at 32,700m 1,037f 981p and on No. 3 with 31,139m 1,275f 917p. Even several two-year-olds have milked more than 100 pounds.

The Martins are especially delighted with the new Proteus feeding program they started 15 months ago. Since that time they have increased average production by 2,000 pounds of milk and maintained excellent herd health even with the higher production. In addition, they save money on feed costs.

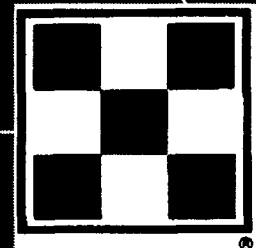
"In comparison with feeding programs from other companies we have tried, price is a real factor," Martin said. "Purina helps us balance our home-grown feeds and not only did the bought feed cost decrease, we use less of it."

"Purina feeds just work. It is a good feed and the cows produce on it."

The replacement heifers are also on Purina feeds. Calves get Startena, and the Easy Care protein supplement block is used to balance the roughages for the older heifers.

Martin also credits Kin Horning, his on-farm Purina dairy specialist, with knowing cows. And he credits Umbergers, Purina's dealership with good service to the farmer.

"Purina has done a good job for us," Martin said. "(I have no reason to switch. In a word, Purina is a good company.)"



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