

# GROWING FARM FAMILY DEPENDS ON PURINA



About 20 years ago, Bob and Ruth Brougher of Beaver Run Farm near Gettysburg switched from Purina to another feeding program for their herd of Holsteins.

They decided to return to Purina in 1985 and have stayed there ever since.

Both of them agree that what makes Purina stand out from the crowd is the high level of attention their Purina representative gives to balancing the rations.

"It's the service that makes it work," Bob said.

As the main recordkeeper for the herd of 125 cows, Ruth said that evidence of a good feeding program can be seen in the Holstein's rolling herd average of nearly 26,000 pounds.

"We've had good results because (Purina) keeps everything balanced," she said.

The Broughers said they can routinely expect two visits or more per month from Purina Representative Jim Frain.

Ruth is now teaching son Michael how to keep the cow records. As the main herdsman, Michael owns a number of the Holsteins, as well as eight Jerseys which he especially likes because "they're nice to work with."

The growing Brougher clan depends on Purina to keep the dairy animals at their peak and provide a good living for the family. In front of new milking facility, from left, Purina representative Jim Frain; Ruby, Ruth, Bob, Michael, Fannie, Lois, and Randy Brougher with Carson, Nathaniel and Leonard in front.

On the Purina program, the Jerseys are achieving a rolling herd average of over 17,000 pounds.

The Brougher's other son, Randy, is the "field man" who grows corn and alfalfa on about 500 acres to provide the main part of the feed for the cows. Haylage, corn silage, and high moisture corn are stored in separate silos and dispensed in measured amounts, along with Purina custom Maxi-Tech concentrate, in the bunk feeder.

The animals are put on a Purina program starting at birth. Newborn calves on the farm receive Purina Nurse Chow milk replacer, and Purina calf starter grain mix "as soon as they'll start eating it," Bob said.

Older replacement heifers and dry cows also receive a special Purina concentrate in the ration. With both Michael and Randy starting their own families, the Broughers have been making improvements on the farm. They built a new facility in 1999 that houses a double-10 parallel-stall milking parlor, milk house and office area.

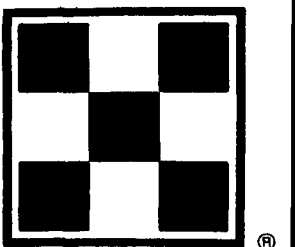
A possible expansion project for the future may be construction of a new free stall barn with capacity for 200 milking cows. However, Ruth said that if the operation continues to



The Broughers start calves in this greenhouse barn on Purina Nurse Chow milk replacer and Purina calf starter. From left, Ruth, Bob, Ruby, Michael, and Randy.

thrive as it is now, the family may choose to keep the herd size smaller.

Whichever way the Broughers decide, Purina feeds will continue to be a major part of the program.



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