

Dairy Nutrition

America's Leader in Animal Nutrition

In 1894 a young entrepreneur named William H. Danforth founded Purina Mills on the St. Louis riverfront. Perhaps he-and only he-would not have been surprised at the success of his modest venture to sell a quality feed to local customers. Today, 49 plants serve U.S. commercial livestock & poultry, horse, bird, fish, zoo & pet industries.

Dairy Mission Statement

To revolutionize our business of feeding animals by supplying America's animal owners & production systems with nutrition products, knowledge & services the exceed customers' expectations.

World's most extensive forage, ingredient & nutrient database gives you:

- Consistent high-quality products
- Optimum nutrient density to meet your herd's requirement
- Optimal herd performance
- Bottom line increases

Computer Technology:

- e-Ration, ration balancing software uses "new" metabolizable energy system & is based on requirements of high producing cows
- Dairy Financial Analysis & Projection Cash Flows permits evaluation of a dairy's financial condition with in-depth, detailed cash flows

Ph.D. Dairy Consultants Nationwide

Purina Mills has built a consultant team of Ph.D. nutritionists selected for their industry leading knowledge & expertise. Consultants work with Purina sales representatives to help producers achieve optimal animal performance by:

- increasing production
- improving efficiency
- improving milk composition
- improving dry cow condition
- healthier calf programs
- optimizing heifer growth
- fine tune management
- improving herd health
- herd performance analysis
- area veterinarians' support
- tailored products & programs
- evaluating records
- evaluating herd economics
- financial analysis

Purina Research Support

Purina's dairy customers are backed by Purina's Dairy Research Group. Purina's research objective is to deliver innovative technology, products & programs that will enhance performance &



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income for dairy producers. Basic and applied research includes:

- Large Animal Metabolism (LAMU) designed specifically for ruminant research
- Feedstuff & ingredient evaluation
- Metabolism & digestive physiology
- Product performance
- Product refinement
- New product development

For more in-depth product and nutritional information please visit our Dairy Nutrition website at <http://dairy.purinamills.com>.

