

#FEEDGREATNESS



HONOR[®]
SHOW
FEED

HIGH
OCTANE[®]
SHOW SUPPLEMENT

**You live and love the show lifestyle.
The tradition.
The comradery.
The competition.**

**At Purina, we want to help you
and your family succeed inside
and outside the showring.**



**From our research farm
to your show barn.**

Our Honor® Show Feeds and High Octane® Supplements are developed by Ph.D. nutritionists to provide you with cutting-edge nutrition you can rely on. Always seeking the latest technological improvements, Honor® Show Feeds and High Octane® Supplements strive to provide consistent feed intake and animal performance. Why? Because great animals need great nutrition to help unleash their genetic potential.

Winning a banner is the result of excellence in nutrition, management and showmanship. Honor® Show Feeds and High Octane® Supplements deliver the nutritional excellence you expect and have a long tradition of feeding champions from coast to coast.

Let us help you unlock the genetic potential of your show stock and help you achieve your goals.

The 1,200-acre Purina Animal Nutrition Center in Gray Summit, Missouri opened in 1926, and is the only one of its kind in the industry today. Our Ph.D. Nutritionists play a critical role in our commitment to research in developing the highest performing diets possible. And this research allows us to continue developing state-of-the-art nutritional products in a way no other feed company can. They are unique products that include the highest quality ingredients that help deliver The Power To Perform®.



Show Cattle Feed

Purina is synonymous with cattle. In the show ring, or in the pasture, our team of Ambassadors, PhDs, and Sales Experts have raised, shown and helped families win every State and National Major in the country.

Honor® Show Cattle Feeds are designed with your goals, no matter how large, in mind. Join the team and get to your ultimate backdrop.

All Honor® Show cattle feeds include Peloton® Yeast and Zinpro® Availa-4® to support gut health, immune function and intake.



For more information on our Show Cattle products go to **PurinaMills.com/Show-feed**

Show Cattle Products

Protein Fat Fiber

HS Fitter's Edge® 13 TXT

13.0 2.5 15.0

The industry standard and our most popular grower for steers and heifers

HS Full Range® 12 TXT DX

12.0 4.0 17.0

Ideal for young calves being prepped for sale, as well as, steers and heifers being fed for exhibition—hence the name

HS Finishing Touch® 12 TXT DX

12.0 4.0 15.0

Higher energy feed perfect for finishing steers, contains our patented Propel® particle

HS Under Control® 11 TXT

11.0 2.0 20.0

Moderate energy feed for heavily-muscled steers, growing/developing heifers, and managing weight gain

HS Grand-4-T-Fyer®

32.0 6.0 27.5

Concentrate for custom mixing
Show Cattle feeds, 15-20% of ration

Regional Availability – Check your current price list for availability in your region, or contact your local Purina® retailer or representative for more information.

Show Lamb Feed

The unique formulations and consistency of our Show Lamb Feeds continue to lead the industry and help sustain your ongoing success in the showing.

Our Show Lamb Feeds contain show feeds contain our exclusive Ambitine® feed technology, which is composed of key plant extracts and organic acids. Ambitine® feed additive helps maintain proper digestive function and supports feed intake in nursing lambs.

All Honor® Show lamb feeds contain Cellulo-Gest® fungal enzymes that help in the digestibility of fibrous feedstuffs, thereby helping support growth performance. All our show lamb feeds also contain Peloton® Yeast and Flowmatrix to further support an optimal digestive tract environment.



For more information on our Show Lamb products go to **PurinaMills.com/Show-feed**

Show Lamb Products	Protein	Fat	Fiber
HS Showlamb Creep 20 DX Creep feed for nursing lambs	20.0	5.0	10.5
HS Lamb and Goat Creep 15 DX High energy creep feed for wether-type lambs and kids to help produce early bloom and growth	15.0	5.5	12.0
HS Showlamb GR 15 DX TXT Clear-cut winner for feeding today's power market lambs. Higher Energy, for appropriate cover and faster growth	15.0	4.0	8.5
HS Showlamb Stretch 17 TXT DX Elevated fiber and protein to support optimal shape in easy-fleshing market sheep and breeding ewes	17.0	2.5	15.0
HS Grand Lamb Mixer DX Concentrate for custom mixing Show Lamb feeds	41.5	1.5	7.5

Regional Availability – Check your current price list for availability in your region, or contact your local Purina® retailer or representative for more information.

Show Goat Feed

Our new Honor® Show Goat Feed lineup is really making waves in the industry.

Both Show Goat DX TXT and Show Goat GR 17P DX have been expertly formulated to improve palatability and versatility. Our power packed Honor® Show Ambassador team find our new feeds to be highly palatable and fit perfectly into current feeding programs for hanging banners.

Formulated with a unique blend of flavors, Cellulo-Gest®, Peloton® Yeast, Zinpro® Availa-4® Minerals, and ammonium chloride to help prevent urinary calculi.



For more information on our Show Goat products go to **PurinaMills.com/Show-feed**

Show Goat Products

Protein Fat Fiber

HS Lamb and Goat Creep 15 DX

15.0

5.5

12.0

High energy creep feed for wether-type lambs and kids to help produce early bloom and growth

HS Show Goat DX TXT

15.0

4.5

10.0

Higher energy feed designed for all life stages of show goats. Improved palatability to support consistent intake

HS Show Goat GR 17P DX

17.0

3.0

20.0

Highly palatable and versatile.

Formulated for heavier muscled, heavier structured market goats as well as providing an optimal look in breeding does

Regional Availability – Check your current price list for availability in your region, or contact your local Purina® retailer or representative for more information.



Show Pig Feed

Show pigs from superior genetics need sound nutrition and meticulous management to push them to reach their full potential. Our Honor® Show Pig Feeds are formulated with today's phenotypic and day-to-day management trends in mind, ensuring more banners hung and more time spent at the backdrop. Shows are won at home, and luckily we've done some of the homework for you. Feed Honor® Show Feeds to give your pigs the edge you need to make it to the winners circle!

Today's show pigs are bombarded with stress. From sale season, to commingling, to perpetual jackpot circuits, pigs have more than their fair share of opportunities to have set-backs. That's why all of our show pig diets contain our exclusive Purina® EnduraPig™ and Ambitine® feed technologies which support immuno-competence and gut integrity for optimal performance in pigs. The feeds also include proprietary medium chained fatty acids that are sourced from coconut oil that are important to skin and hair.



For more information
on our Show Pig
products go to **PurinaMills.com/Show-feed**

Show Pig Products	Protein	Fat	Fiber	Lysine
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HS First Wean™ 219 CDX50	23.0	7.0	3.5	1.8
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Ideal for newly weaned pigs
weighing up to 15 lbs

HS First Wean™ 319 DEN35	20.0	8.0	3.5	1.5
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Phase 2 pig starter for pigs
weighing 15 to 25 lbs

HS Showpig 19P BMD	19.0	5.0	4.0	1.25
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Fed as sole ration to pigs
weighing over 25 lbs

HS Showpig 14P BMD	14.0	6.0	5.0	0.75
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Designed to stretch the feeding
pattern or mellow out tighter
wound pigs. Advanced fiber
sources to maintain digestive
health and shape of rib

HS Showpig Base	30.0	9.0	2.5	2.8
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Concentrate for custom mixing
show pig feeds for pigs weighing
15-100 lbs

HS Showpig Mixer	28.0	4.0	2.5	2.8
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Sole concentrate for custom
mixing of show pig feeds for pigs
weighing 100+ lbs

Regional Availability – Check your current price list for availability in your region,
or contact your local Purina® retailer or representative for more information.

High Octane® Show Supplements

Getting the most out of your show project and maximizing your animal's genetic potential takes hard work and great feed. But let's be realistic, all animals are different. Some need a boost here and there to accent certain features or hide flaws. That's where our top-of-line family of High Octane® supplements can help.

Each of our supplements has a different use and benefit for your animal. They may need more muscle, more cover, more shape, or more depth of body. Whatever adjustment you need to make to your show project to get into the winner's circle, we've got something in our toolbox for you.

Purina® High Octane® supplements are formula rich in research and field-test proven to provide you and your show animal The Power To Perform®.



High Octane® Alleviate® Supplement

The Digestive Upset Neutralizer

For Show Cattle, Pigs, Lambs and Goats

Protein	Fat	Fiber
16.0	4.0	10.0

Alleviate® supplement helps support gastric and ruminal health for optimal performance. Designed to support proper pH in stressful situations, it will enhance your feeding program and results for pennies a day.

- Supports gastric pH in Show pigs
- Supports optimal rumen pH in cattle, lambs and goats fed for exhibition
- Designed to support proper pH in stressful situations
- Designed as part of an overall digestive health program



For more information on our Alleviate™ supplement go to PurinaMills.com/Show-feed

Regional Availability – Check your current price list for availability in your region, or contact your local Purina® retailer or representative for more information.

High Octane® Champion Drive® Supplement

The Muscle Building Champion

For Show Cattle, Pigs, Lambs, Goats and Poultry

Protein	Fat	Fiber
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32.0	5.0	6.0
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Designed to be fat cover neutral and fed from start to finish as a supplemental protein source.

- Formulated with high quality animal protein sources for muscle synthesis and maximum definition
- Targets top shape and muscle dimension
- High levels of both fat- and water-soluble vitamins
- Power-packed ingredients to unleash full genetic potential



For more information on our Champion Drive® supplement go to PurinaMills.com/Show-feed

Regional Availability – Check your current price list for availability in your region, or contact your local Purina® retailer or representative for more information.

High Octane® Depth Charge® Supplement

The Explosive Fill Supplement

For Show Cattle, Pigs, Lambs and Goats

Protein	Fat	Fiber
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9.0	1.5	25.0
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An advanced nutritional supplement with multiple sources of digestible fiber which help expand the digestive tract.

- Helps promote a full, physical appearance
- Highly palatable, high fiber fill creation pellet
- Helps keep animals fuller when limit feeding
- Can be fed to all species and classes of show animals



For more information on our Depth Charge® supplement go to PurinaMills.com/Show-feed

Regional Availability – Check your current price list for availability in your region, or contact your local Purina® retailer or representative for more information.

High Octane® Fitter® 35 Supplement

The Fat Burning Machine

For Show Cattle, Pigs, Lambs and Goats

Protein	Fat	Fiber
35.0	2.5	7.0

Designed to help support lean tissue growth and muscle development.

- High protein for optimal lean muscle expression
- Low fat content helps burn fat
- Flexible application as a supplement



For more information on our Fitter® 35 supplement go to PurinaMills.com/Show-feed

Regional Availability – Check your current price list for availability in your region, or contact your local Purina® retailer or representative for more information.

High Octane® Fitter® 52 Supplement

The Fast-Acting Lean Machine

For Show Cattle, Pigs, Lambs and Goats

Protein	Fat	Fiber
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52.0	2.0	5.0
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Designed to affect leanness and promote muscle synthesis and definition.

- Helps accentuate femininity in heifers, gilts, does, and ewes; helps reduce jowl fat
- Makes animals look fresh and crisp by helping to build muscle and trim fat
- Delivers potent nutrition



For more information on our Fitter® 52 supplement go to PurinaMills.com/Show-feed

Regional Availability – Check your current price list for availability in your region, or contact your local Purina® retailer or representative for more information.

High Octane® Power Fuel® Extreme Supplement

The Palatable High-Fat Nugget

For Show Cattle, Pigs, Lambs, Goats and Poultry

Protein	Fat	Fiber
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12.0	31.0	6.0
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A **unique** high-fat extruded feed designed to provide fat cover, bloom and calories when they are needed most.

- Extruded for easy digestion and superior palatability
- Immune support from antioxidants
- **Formulated to maximize calories per bite while maintaining consistent intake**



For more information on our Power Fuel® supplement go to **PurinaMills.com/Show-feed**

Regional Availability – Check your current price list for availability in your region, or contact your local Purina® retailer or representative for more information.

High Octane® Heavy Weight® Supplement

The Powder that Packs a Punch

For Show Cattle, Pigs, Lambs and Goats

Protein	Fat	Fiber
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8.0	70.0	0.1
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A high-energy supplement with essential amino acids to help aid palatability and provide essential fatty acids for skin and hair quality.

- Extremely palatable for easy intake
- Easily mixes with water for flexible application
- High fat content helps soften look and add cover
- Proprietary fat blend that helps promote healthy hair and skin



For more information on our Heavy Weight® supplement go to PurinaMills.com/Show-feed

Regional Availability – Check your current price list for availability in your region, or contact your local Purina® retailer or representative for more information.

High Octane® Ultra Full® Supplement

The Flank and Lower Body Filler

For Show Cattle, Pigs, Lambs and Goats

Protein	Fat	Fiber
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14.0	1.0	29.0
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Designed to help support fill through controlled, progressive expansion formulated to result in lower body and flank fill.

- Includes progressive expansion design technology
- Helps support fill creation targeting lower body and flank fill
- Proprietary ingredient blend helps enhance palatability
- A perfect compliment to High Octane® Depth Charge® supplement for maximizing center body shape in all species.



For more information on our Ultra Full® supplement go to PurinaMills.com/Show-feed

Regional Availability – Check your current price list for availability in your region, or contact your local Purina® retailer or representative for more information.

High Octane® Fly Control with ClariFly®

For use in Show Cattle, Pigs, Lambs, Goats and Horses

Protein	Fat	Fiber	Lysine
16.0	3.0	10.0	0.7

A nutritional top-dress supplement containing
Diflubenzuron Insect Growth Regulator

- Prevents the emergence of horn flies, face flies, house flies and stable flies from the manure of treated cattle and swine and house flies stable flies from the manure of treated sheep and goats.
- Can be used as part of a complete fly control program.



For more information on our
Fly Control with ClariFly® supplement
go to **PurinaMills.com/Show-feed**

Regional Availability – Check your current price list for availability in your region, or contact your local Purina® retailer or representative for more information.

High Octane® Powerfill® Supplement

For use in Show Pigs

Protein	Fat	Fiber	Lysine
26.0	12.0	6.0	1.85

Formulated to help promote body condition while managing weight gain and maintaining muscle, and can be fed as part or as sole daily diet for show pigs.

- Helps maintain fat cover while slowing weight gain
- Highly palatable, high protein, high fat meal
- Helps maintain gut fill



For more information on our Powerfill® supplement go to PurinaMills.com/Show-feed

Regional Availability – Check your current price list for availability in your region, or contact your local Purina® retailer or representative for more information.

High Octane® Golden Ticket®

For use in Show Cattle, Pigs, Lambs and Goats

Protein	Fat	Fiber	Lysine
16.5	6.0	7.5	0.85

A nutrient-packed extruded particle that promotes bloom and growth.

- Calorie dense to support bloom and growth
- Proprietary ingredient blend supports palatability and feed intake support
- Exceptional quality protein sources that optimize muscle synthesis and shape
- Versatile: Use as supplement or complete feed for creep and sale prep of lambs and goats



For more information on our
Golden Ticket® supplement go to
PurinaMills.com/Show-feed

Regional Availability – Check your current price list for availability in your region, or contact your local Purina® retailer or representative for more information.

WHERE
our targeted
supplements
WORK:

Cattle

GOLDEN TICKET®

- High-energy, supporting bloom and shape
- Use as supplement or complete feed for creep and sale prep of lambs and goats

CHAMPION DRIVE™

- Adds muscle definition and shape over extended feeding periods
- Conditions skin & hair for show ready look
- Enhances look of smooth finish and bloom

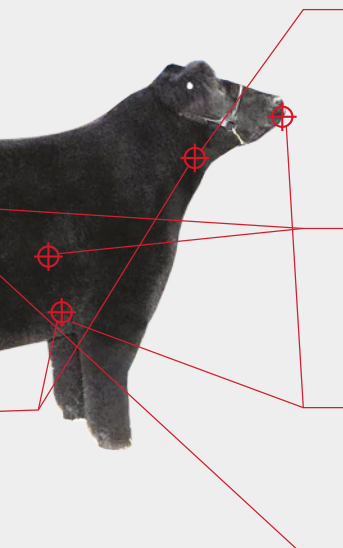
FITTER 35®/FITTER 52®

- Keeps muscle definition during high calorie intake periods
- Enhances youthful, feminine appearance

ULTRA FULL®

- Provides lower body fill with progressive expansion
- Highly palatable, enhances feed intake





FLY CONTROL WITH CLARIFLY®

- Prevents the emergence of horn flies, face flies, house flies and stable flies from manure

POWER FUEL® EXTREME

- Essential fatty acids for the overall health and look of your show animal
- High-quality fat source with consistent intake

DEPTH CHARGE®

- Promotes an “always full” appearance
- Ideal during times when limiting feed

HEAVY WEIGHT®

- Supplemental energy source
- Helps optimize muscle and supports healthy hair and skin

ALLEVIATE®

- Supports ruminal health for optimal performance
- Designed to support proper pH in stressful situations

WHERE
our targeted
supplements
WORK:

Swine

GOLDEN TICKET®

- High-energy, supporting bloom and shape
- Use as supplement or complete feed for creep and sale prep of lambs and goats

CHAMPION DRIVE™

- Adds muscle definition and shape over extended feeding periods
- Conditions skin & hair for show ready look
- Enhances look of smooth finish and bloom

FITTER 35®/FITTER 52®

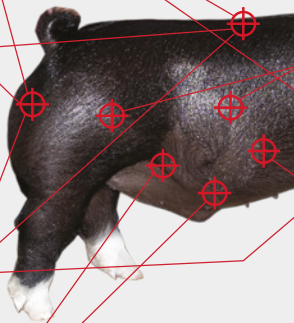
- Keeps muscle definition during high calorie intake periods
- Enhances youthful, feminine appearance

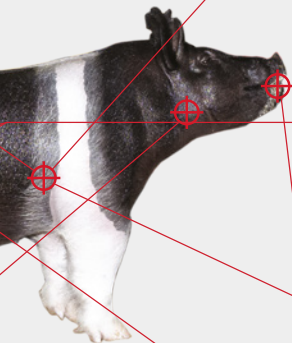
ULTRA FULL®

- Provides lower body fill with progressive expansion
- Highly palatable, enhances feed intake

POWERFILL®

- Overall weight management tool





FLY CONTROL WITH CLARIFLY®

- Prevents the emergence of horn flies, face flies, house flies and stable flies from manure

POWER FUEL® EXTREME

- Essential fatty acids for the overall health and look of your show animal
- High-quality fat source with consistent intake

DEPTH CHARGE®

- Promotes an “always full” appearance
- Ideal during times when limiting feed

HEAVY WEIGHT®

- Supplemental energy source
- Helps optimize muscle and supports healthy hair and skin

ALLEVIATE®

- Supports ruminal health for optimal performance
- Designed to support proper pH in stressful situations

WHERE
our targeted
supplements
WORK:

Sheep & Goat

GOLDEN TICKET®

- High-energy, supporting bloom and shape
- Use as supplement or complete feed for creep and sale prep of lambs and goats

CHAMPION DRIVE™

- Adds muscle definition and shape over extended feeding periods
- Conditions skin & hair for show ready look
- Enhances look of smooth finish and bloom

FITTER 35®/FITTER 52®

- Keeps muscle definition during high calorie intake periods
- Enhances youthful, feminine appearance

ULTRA FULL®

- Provides lower body fill with progressive expansion
- Highly palatable, enhances feed intake



Purina® High Octane® Supplements work similarly on goats as they do on sheep. All products listed contain no added copper and are safe for sheep.

FLY CONTROL WITH CLARIFLY®

- Prevents the emergence of horn flies, face flies, house flies and stable flies from manure

POWER FUEL® EXTREME

- Essential fatty acids for the overall health and look of your show animal
- High-quality fat source with consistent intake

DEPTH CHARGE®

- Promotes an “always full” appearance
- Ideal during times when limiting feed

HEAVY WEIGHT®

- Supplemental energy source
- Helps optimize muscle and supports healthy hair and skin

ALLEVIATE®

- Supports ruminal health for optimal performance
- Designed to support proper pH in stressful situations



Power in Performance

We know the best way to help you realize your dream starts by employing a Winning Philosophy.

For additional information on our show products or to submit a question via “Ask the Experts”, go to PurinaMills.com/show-feed or call 1-800-227-8941.

Winning Philosophy

BETTER BREEDING

- Genetic Potential
- Selection
- Conformation
- Soundness

BETTER MANAGEMENT

- Cleanliness
- Showmanship
- Consistent Feed Times
- Daily Prep

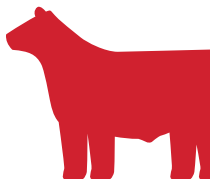
BETTER FEEDING

- Consistent Intake
- Optimum Growth
- Body Condition
- Bloom & Finish

BETTER HEALTH

- Vaccination
- Proper Sanitation
- Health Program
- Veterinary Care

Rewards Program for Champions



The Honor Roll™ Awards Program is for Grand and Reserve Grand Champion and Breed Champion winners of livestock shows in the United States.

Purina Animal Nutrition LLC
recognizes “Top Performers” for
successfully utilizing “leading edge”
nutrition with Honor® Show or High
Octane® products.



PURINA

HONOR
SHOW

**Honor
Roll™**



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