



GET YOUR DAIRY-BEEF CROSS CALVES OFF TO A PRIME START

As producers and cattle feeders, you know raising dairy-beef cross calves over pure dairy-breed calves provides an opportunity to maximize profit potential and deliver a high-quality, consistent product to the beef supply chain. That's why cross calves need a feeding program that is specifically formulated for their nutritional needs.

INTRODUCING PRIMESTART[™] NUTRITION PROGRAM

The first technology and nutrition package formulated specifically for dairy-beef crossbred calves.

Brought to you by Purina[®] Animal Nutrition, PrimeStart[™] is a holistic feeding program that develops more effective and consistent dairy-beef cross calves to help you optimize the value of your calves in the marketplace and drive profitability on your operation.

Designed to get your dairy-beef cross calves off to the best start possible, Purina[®] has added two new products to their portfolio:



PrimeStart[™] Milk Replacer



PrimeStart[™] Complete Starter Feed



PrimeStart[™] Mixer Pellet

PRIMESTART[™] FEATURES AND BENEFITS

01 A STRONG NUTRITIONAL FOUNDATION.

PrimeStart[™] Nutrition Program provides dairy-beef cross calves with a strong nutritional foundation that can help reduce animal size variability and give you the best opportunity.

02 BETTER START, BETTER FINISH.

Calves fed the PrimeStart[™] program were more blocky, heavier muscled and more muscular topped compared to commercial.

03 RESEARCH BACKED.

The PrimeStart[™] Nutrition Program was developed based on numerous feeding trials with hundreds of dairy-beef cross calves, resulting in a formulation specifically designed to provide the best for your cross animals.



LET'S TALK ABOUT YOUR DAIRY-BEEF CROSS NUTRITION PROGRAM TODAY.

Contact your Purina team member today by calling 844-787-4622 or visit purinamills.com.



Scan here to learn more.