



NUTRITION THAT'S BUILT TO LAST

For the producer who is looking for a new way to increase the profit potential of his herd, Sustained™ Nutrition is a program that has been shown to produce healthy, fast growing calves while helping save you time and money spent on feed and labor through the feeding of Intake Modifying Technology® products.

The Sustained™ Nutrition Program works because a cow's nutrition prior to and during pregnancy directly impacts the cows reproductive efficiency and the performance of the calf as a replacement heifer or as a steer. By maintaining consistent cow condition through the Sustained™ Nutrition Program, you can fortify good genetics. Passing on the cow's ability to express her full genetic potential will help you build better cattle for generations to come.



SUSTAINED™ NUTRITION 12 MONTH COW CARE PROGRAM



Results may vary. Because of factors outside of Purina Animal Nutrition LLC's control, results obtained, including but not limited to animal performance, financial performance, profits, losses or otherwise, cannot be predicted or guaranteed by Purina Animal Nutrition LLC. Based on 6 commercial beef cow trials from 2002-2011.

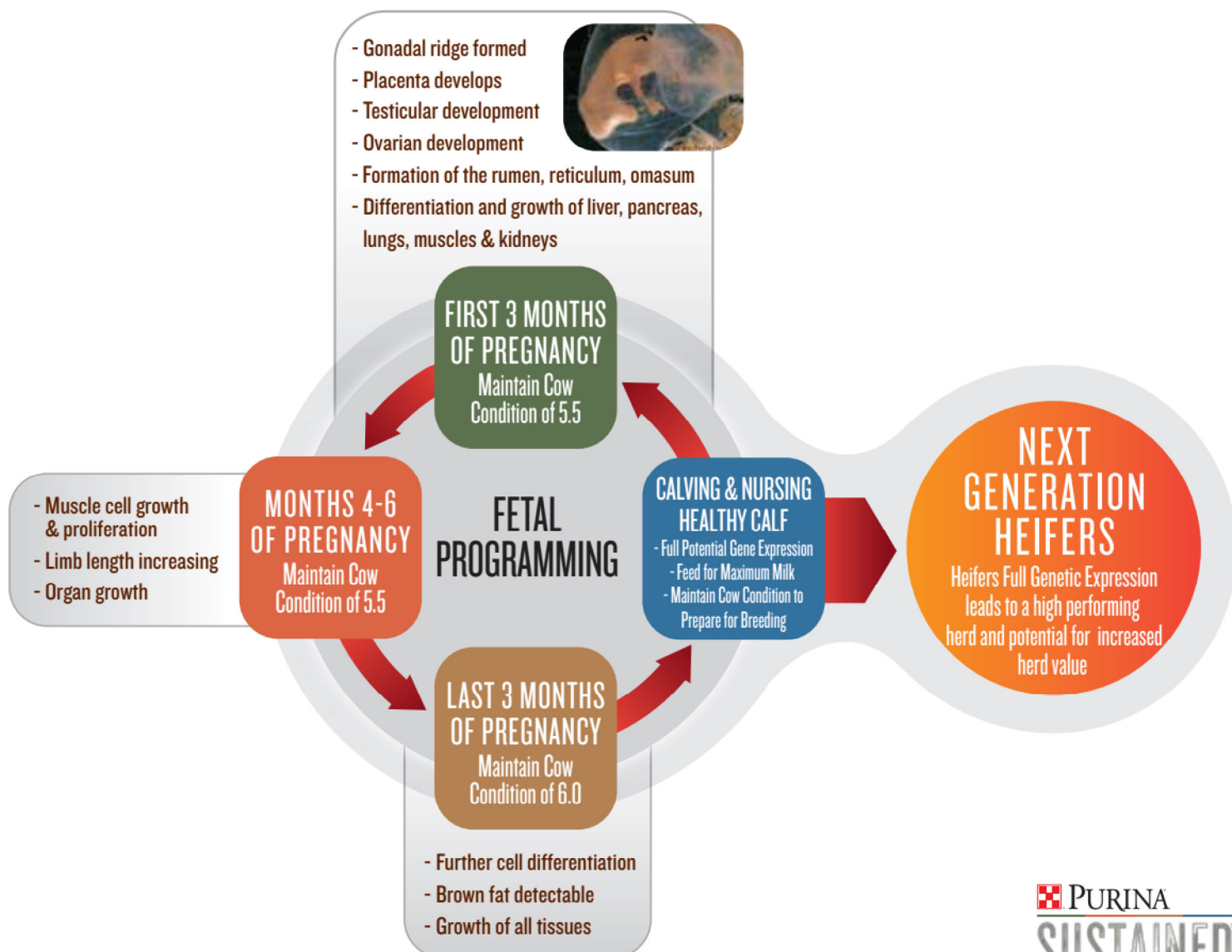
Building Better Cattle® Generation After Generation

FETAL PROGRAMMING

The Sustained™ Nutrition Program works because a cow's nutrition throughout her pregnancy directly impacts the performance of the calf as a replacement heifer or as a steer.

WHEN YOU HAVE CONSISTENT COW CONDITION, YOU CAN SEE THESE BENEFITS:

- The cow's ability to pass on superior genetics
- The growth of fetal organs, vascular system, lungs, skeletal muscles and more during the first trimester of pregnancy
- Achievement of calf growth potential
- Calf survivability
- The calf's ability to fully express its superior genetics
- The heifer calf's ability to optimize her reproductive performance and pass on full potential genetics to future generations



FOR MORE INFORMATION CONTACT YOUR PURINA ANIMAL NUTRITION REPRESENTATIVE.