

Purina® Plus

Building better cattle®

Purina® Plus is an innovative value-added feeder calf program, which aims to help producers supply high-value, low-risk calves to the marketplace. For over 125 years, Purina has consistently focused on improving livestock production by researching, innovating, and developing products to meet producer's needs. The Purina® Plus program focuses on these same ideals, ensuring that calves transitioning through the weaning phase are managed with optimal health protocols, husbandry practices, and elite nutritional programs in mind.

All calves on the Purina® Plus value-added program have been:

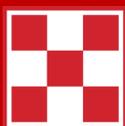
- + Weaned and on feed for a minimum of 45 days
- + Fed one of the following Purina® starter feeds at the time of weaning:
 - Accuration® Starter Complete Feed
 - Precon® Complete Starter Feed
 - A Stress Care® Supplement
- + Transitioned to a balanced nutrition program after starter feed
- + Fed to receive the appropriate amounts of vitamins and minerals through Purina® Starter feeds and Mineral Tubs
- + Vaccinated and appropriately boosted for:
 - Strains of *Clostridium chauvoei*, *Clostridium septicum*, *Clostridium novyi*, *Clostridium sordellii*, *Clostridium perfringens* (Types C & D)
 - Strains of IBR, PI3, BRSV, and BVD (Type 1 and 2)
 - Must be administered as a Modified Live Vaccine
 - *Mannheimia haemolytica*/*Pasteurella multocida*
- + Dewormed against internal and external parasites with program approved products
- + All males must be castrated, all horned cattle must be dehorned
 - Cattle must be healed from management procedures at time of sale



Purina Animal Nutrition recommends that all health protocols be administered under Beef Quality Assurance standards and that a veterinarian is consulted when implementing animal health protocols and products. Contact your local Purina® Dealer for a list of Purina® Plus approved products and more information.

The nutritional component of this program is backed by over a century of continuous research. Accordingly, producers know that calves fed under the Purina® Plus program received the appropriate macro and micro nutrients to optimize performance as calves transition through the weaning phase. All Purina® starter feeds contain RX3® Immune Support Technology, a proprietary blend of prebiotic, probiotics and plant extracts designed to prime a calf's innate immune system. RX3® Immune Support Technology helps calves recognize health challenges sooner, respond appropriately and return to optimal health faster. The result is a value-added program that combines a complete nutritional foundation, proven health protocols and progressive management to distinguish high-value calves for a sale day advantage.

RX3™ IMMUNE
SUPPORT
TECHNOLOGY



FEED GREATNESS®

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