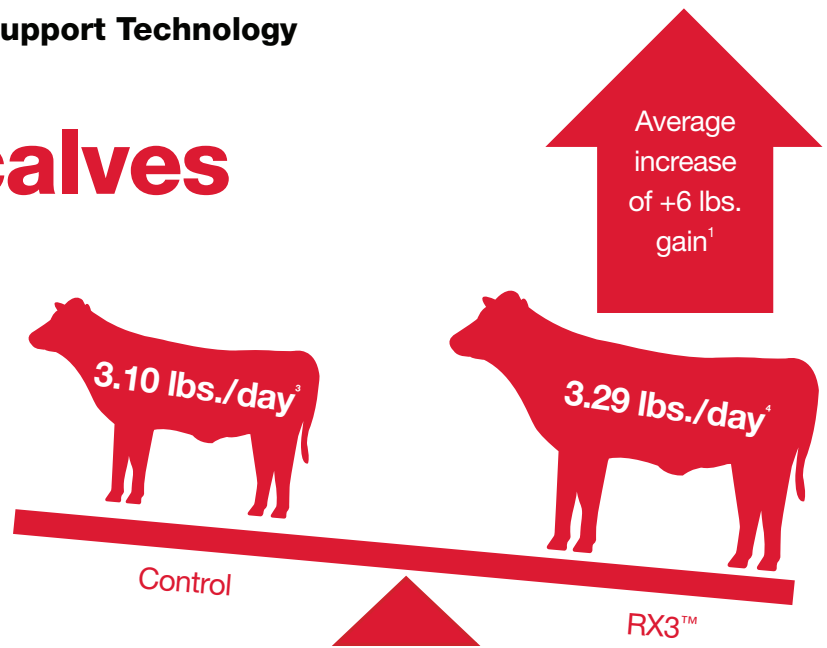


A tale of two calves

Performance and health data summary²

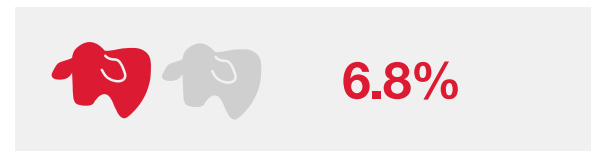
- 28-35 days (30-day avg.)
- 6 performance studies completed over 4+ years
- 1 immune challenge study conducted
- 500+ head of cattle observed
- 2,900+ body weights collected
- 3,100+ blood samples taken



Control calves³ (n=245)

Calves fed starters with RX3™ Immune Support Technology⁴ (n=247)

Average morbidity rate



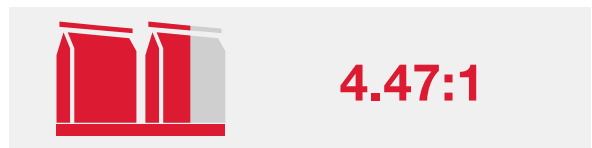
Total # of head that received respiratory treatment



Total respiratory treatment cost⁵



Feed:Gain⁶



Effect of respiratory treatment on average daily gain



¹ Increase over the 30-day receiving period.

² Summary of Purina studies CG131, CG153, CG165 CG171 and PMI studies at University of Minnesota and North Dakota State University.

³ Performance data averages across all control calves.

⁴ Performance data averages across all RX3™ calves.

⁵ Encompasses all costs associated with respiratory treatment.

⁶ Average dry matter intake was similar in control (15.2 lbs./day) and RX3™ (15.5 lbs./day) treatment groups.



FEED GREATNESS®