



**New Calf-Starter Product:
Land O'Lakes Purina's Launches Calf Starter With Ampli-Calf Technology Now In It's
Southwest Region**

Source: Land O'Lakes Purina Feed news release

Land O'Lakes Purina Feed LLC announces that AMPLI-Calf Technology, a revolutionary new calf starter technology, is now available in selected Land O'Lakes Purina Feed calf starters throughout Colorado, New Mexico, Oklahoma, and Texas. AMPLI-Calf Technology is a blend of unique, proprietary ingredients proven to increase feed intake, weight gain and overall height of young dairy calves.

The new technology advantages have now been successfully demonstrated in more than 100 on-farm trials including over 2,000 calves throughout the Northeast, Midwest, Southeast and Pacific Northwest. Across the U.S., dairy producers and calf growers continue to be impressed by the successful results of calves fed starter with AMPLI-Calf Technology. The most recent trials took place in Texas and Colorado.

"This is a heck of a product and if you don't believe it, just look at the calves!" remarked Bob Steinberger, Sr., owner of Tex-Stein Dairy in Windthorst, Texas. "It is the best calf starter I have ever put in front of my calves."

The farm's calf manager, Jose Monreal, added, "Since we switched to AMPLI-Calf Technology feed, the calves are developing better, eating more early on, and having fewer problems."

A similar trial took place on a large Colorado dairy and further reinforced the advantages of AMPLI-Calf Technology. The calves fed starter with AMPLI-Calf Technology experienced a reduction in death loss and a 50 percent drop in scouring rates and pneumonia treatments. This represented a significant treatment and labor savings. Producer-focused market research revealed that AMPLI-Calf Technology continues to deliver on all key producer expectations for calf starters.

"Calves continue to respond favorably to the technology and dairy producers and calf growers have been thrilled with the continued growth advantages they have seen in their calves," said Elena Lindemann, young animal marketing manager for Land O'Lakes Purina Feed. "Better yet, we're consistently hearing that the added nutrition is clearly having a positive impact on the health and morbidity of calves."