

# Building Better Cattle



Purina Mills










# Partners in Progress

## 2008 National Angus Conference and Tour

Oklahoma City, OK  
October 7, 2008

**Building Better Cattle™**







### Partner and Co-Sponsor








### Industry Partnership

- National Cattlemen's Beef Association
  - Founding Member of the Allied Industry Council
  - Sponsor Numerous Events
  - Sponsor Cattlemen to Cattlemen RFD-TV Program
  - Board and Committee Member Commitments
- Purebred Industry Support
  - Investment in your breed's publications
  - Education/Events
  - Beef Improvement Federation






### Industry Partnership

- Certified Angus Beef
  - Black Ink Basics
  - Feeding for Quality
  - Consumers First Beef Partners
- Bovine Practitioners – Breeding Soundness
- Youth Beef Industry Congress





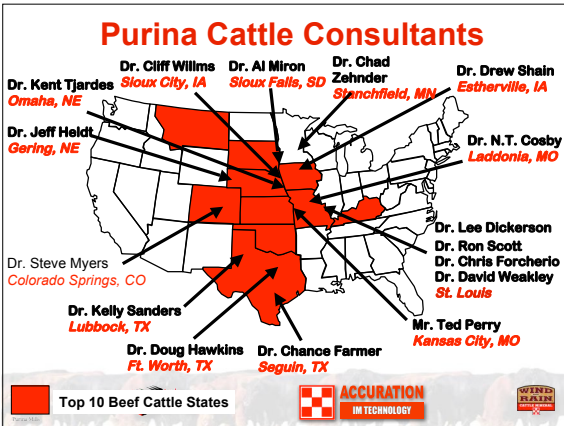


### Partners

- Products
- Programs
- PEOPLE



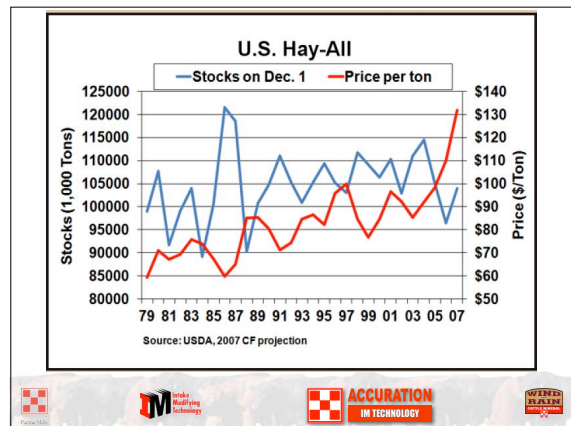
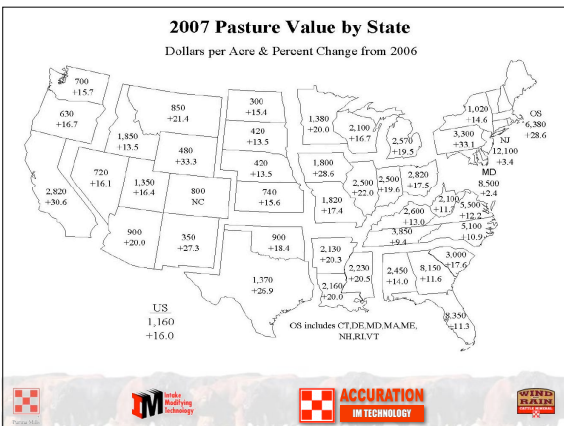
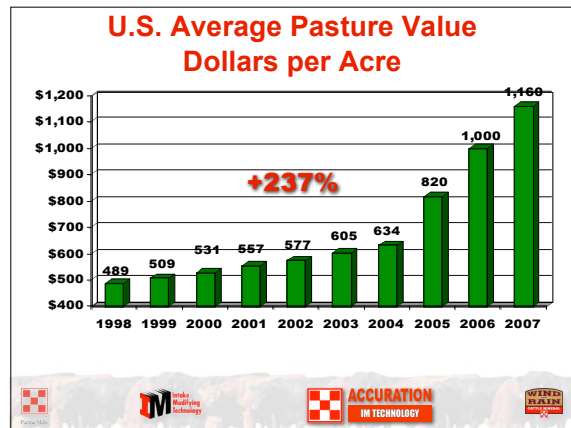
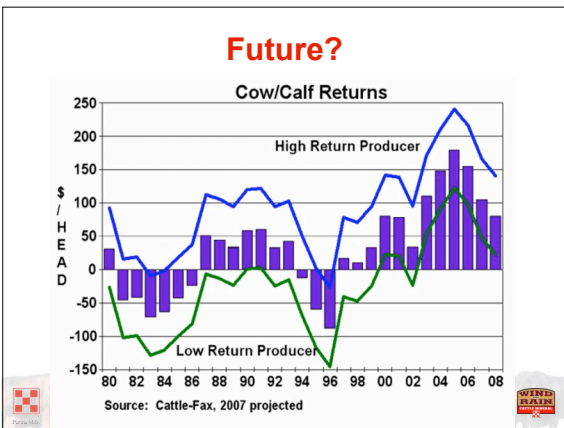
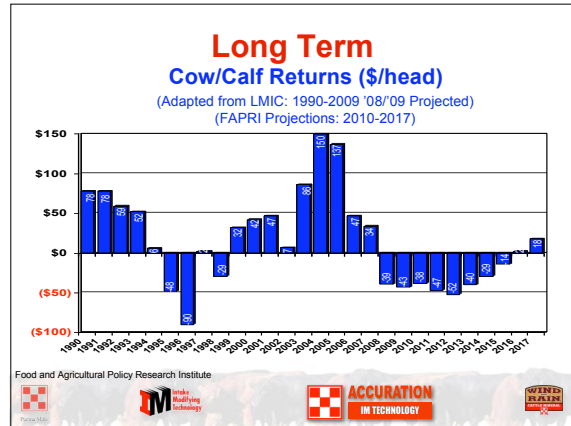
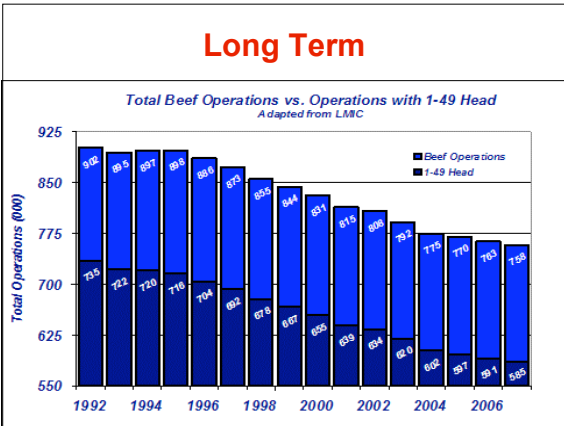


- ### Our Mission
- Industry Viability – Future Beef Production
  - Customer Profitability
  - Use of Your Resources
    - Land
    - Labor
    - Capitol
    - Management
- ACCURATION  
IN TECHNOLOGY
- SWENEN  
ESZLEN  
CATTLE CARE

- ### Long-Term Business Relationships
- Price/Value
  - Knowledge/Information
  - Investment in Research
  - Trust/Confidence
- ACCURATION  
IN TECHNOLOGY
- SWENEN  
ESZLEN  
CATTLE CARE





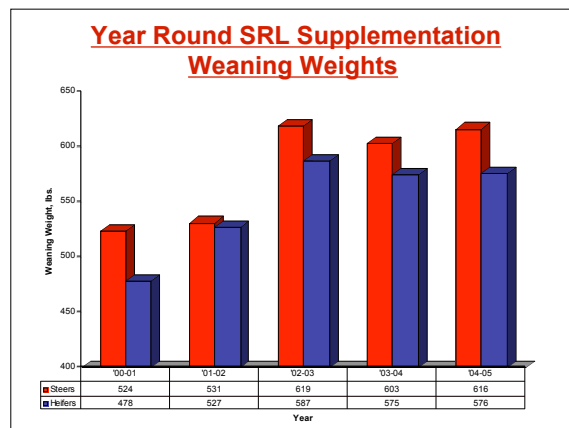
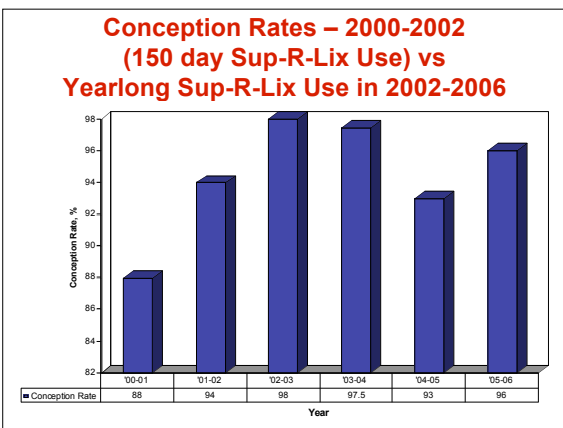
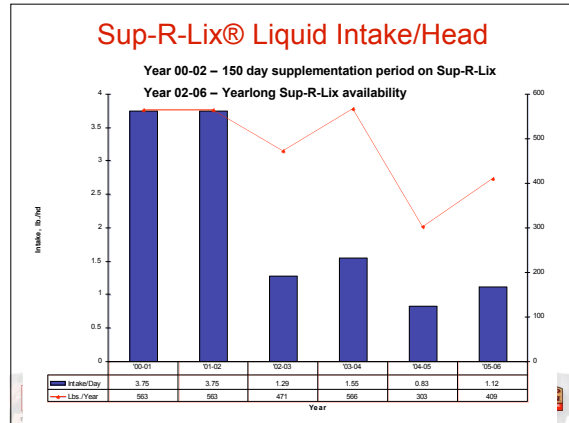




**“The difficulty lies not so much in developing new ideas as in escaping the old ones.”**



**John Maynard Keynes, economist (1883-1946)**

**Building Better Cattle™**

## Accuration® IM Technology

- Effectively CONTROL intake based on cattle need and available forage to control cost and optimize performance
- Allows cattle to “keep up” rather than “catch up.”
- Fetal imprinting? The nutrition of the cow during pregnancy has life-time effect on calf health and reproduction.






**Thank You!**

**Cattle Business Group**  
**Land O'Lakes Purina Feed LLC**

***Building Better Cattle™***



***Building Better Cattle***



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