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**Our mission is to provide excellence in feed and its services to you in an efficient and competitive manner.**

## Purina® RX3™ Immune Support Technology boosts calf immunity!



With fall calf weaning just around the corner, now is the time to consider the advantages of Purina® Accuration Starter®, Precon®, and Stress Care®. The single most important job of a starter feed is to get calves to eat, and Purina starter feeds are now stronger with RX3 Immune Support Technology. When calves are eating, their immune systems strengthen and they have a better chance of staying healthy through weaning.

A palatable starter feed:

- > Drives calves to start and continue eating
- > Maintains a calf's energy and protein reserves
- > Builds rumen microbe populations
- > Maintains immune status for fewer sick calves
- > Can improve calf performance

Purina starter feeds are palatable, research-proven and flexible. Options are available based on forage availability, labor resources, feed type preference and facilities. Healthy calves are more efficient, which is critical considering today's volatile market prices, increasing production costs and limited forages due to inclement weather. Calves are most vulnerable at weaning, facing many stressors with immune systems that aren't fully developed. As a result, it costs the beef industry time and

money to combat weaning-related health challenges.

The Purina starter line with RX3 Immune Support Technology prepares a calf's natural defense to optimize the response to stress and common calf health challenges. RX3 Immune Support Technology is a precise combination of prebiotics, probiotics and plant extracts to help aid calves in the fight against respiratory challenges. RX3 Immune Support Technology is included in Purina Accuration Starter Complete Feed, Precon Complete Feed and Stress Care Supplement Feed. RX3 is not a medication; non-medicated options will not require a VFD. The RX3 formulation complements a well-designed herd health program.

A strong immune system can result in more healthy calves and increased profit potential. Research showed calves fed RX3 Immune Support Technology:

- > Were more uniform because fewer calves performed poorly
- > Averaged more in daily gain compared to control calves
- > Gained, on average, six pounds more than the control group within a 30-day period.

RX3 Immune Support Technology primes the immune system to support overall calf health, reduce costs and set calves up for a healthy future.

The advantages of the RX3 Immune Support Technology is that it allows you to recognize disease sooner (immune system is primed and ready to recognize pathogens), respond appropriately (immune system elicits response to eliminate pathogens), and return to optimal health (supports a faster recovery and calves look healthier quicker).

Contact any of our qualified salespersons to see how the advantages of RX3 can boost profits and help you battle sickness in your own herd. Don't wait—call today!

**RX3™ IMMUNE  
SUPPORT  
TECHNOLOGY**



### Contact our sales and service staff:

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