



PURINA[®]



The Power to Perform[®]

**You live and love the show lifestyle.
The tradition.
The comradery.
The competition.**

**At Purina, we want to help you
and your family succeed inside...
and outside the showing.**

Our Honor® Show Chow® show feeds are developed by Ph.D. nutritionists, breeders and show specialists to provide you with cutting-edge feeds you can rely on. Always seeking the latest technological improvements, Honor® Show Chow® show feeds strive to provide consistent feed intake and animal performance. Why? Because great animals need great nutrition to help unleash their genetic potential.

Winning a banner is the result of excellence in nutrition, management and showmanship. Honor® Show Chow® show feeds deliver the nutritional excellence you expect and have a long tradition of feeding champions from coast to coast.

Let us help you unlock the genetic potential of your livestock projects in the showing...and help you achieve your goals.



**From our research farm
to your barn.**

The 1,188-acre Purina Animal Nutrition Center in Gray Summit, Missouri opened in 1926, and is the only one of its kind in the industry today. Our Ph.D. Nutritionists play a critical role in our commitment to research in developing the highest performing diets possible. And this research allows us to continue developing state-of-the-art nutritional products in a way no other feed company can. They are unique products that include the highest quality ingredients that help deliver The Power To Perform®.



Show Cattle Feed

Purina is synonymous with Cattle. We raise cattle on our farm like you do. Our Honor® Show Chow® Cattle Ambassadors Kirk Stierwalt, Bob May, and Dave Allan raise some of the best cattle on the planet. Can you guess what they feed? Correct. Honor® Show Chow® Cattle feeds.



Sometimes proof comes in the form of firsts. Kirk's son, Ky Stierwalt, was the first ever exhibitor to win Grand Market Steer at all three national majors: National Western Stock Show, American Royal Livestock Show and North American International Livestock Expo (NAILE). Honor® Show Chow® Fitter's Edge® was their feed of choice.



For more information on our Show Cattle products go to PurinaMills.com/Show-feed

Show Cattle Products

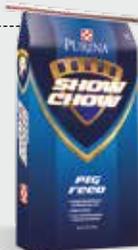
Show Cattle Products	Protein	Fat	Fiber
Fitter's Edge® The industry standard and our most popular grower for steers and heifers	14.0	2.5	15.0
Full Range® Ideal for young calves being prepped for sale, as well as, steers and heifers being fed for exhibition—hence the name	12.0	3.0	17.0
Finishing Touch® Higher energy feed perfect for finishing steers, contains our patented Propel® nugget	13.0	5.0	15.0
Full Control™ Moderate energy feed for heavily-muscled steers, growing/developing heifers, and managing weight gain	11.0	3.0	20.0
Grand-4-T-Fyer® Concentrate for custom mixing Show Cattle feeds, 20% of ration	32.0	7.0	27.5

All Honor® Show Chow® cattle feeds include Diamond V® Yeast, TASCO®, Zinpro® Availa-4® and PuriFerm™.

Regional Availability – Check your current price list for availability in your region, or contact your local Purina® retailer or representative for more information.

Show Pig Feed

Our Honor® Show Chow® pig feeds are formulated with the showing in mind. Judges don't measure growth performance. And they don't have information regarding the average daily gain and feed efficiency of your show pig project. Judges use their eyes and experience to evaluate and determine which pig is last, 5th or 1st place, and which pig is named Grand Champion. Honor® Show Chow® pig feeds are designed to give you the edge you need in the showing.



All of our show pig diets contain TASCO® and our exclusive Ambitine® feed technology, which supports immuno-competence and gut integrity for optimal performance in pigs. The feeds also include proprietary medium chained fatty acids that are sourced from coconut oil that are important to skin and hair. Grower-Finisher feeds contain HIGH OCTANE® Alleviate™ technology for a healthy digestive system.

For more information on our Show Pig products go to PurinaMills.com/Show-feed



Show Pig Products

	Protein	Fat	Fiber	Lysine
FIRST WEAN™ 219 CDX Ideal for newly weaned pigs weighing 12 to 16 lbs	23.0	7.0	2.5	1.8
FIRST WEAN™ 319 DEN35 Phase 2 pig starter for pigs weighing 15 to 25 lbs	20.0	8.0	2.5	1.5
FIRST WEAN™ 519 DEN35 Designed for preparing showpig prospects for sale weighing 25 lbs and up	20.0	6.5	6.0	1.3
Baseline 619 Designed for growing/developing show pigs weighing 40+ lbs	17.5	4.5	4.5	0.95
Muscle & Fill 719 BMD30 Designed for growing/developing show pigs weighing 40+ lbs	18.0	6.0	5.5	1.2
Muscle and Cover 819 Designed for growing/finishing pigs (adding cover & body) 75+ lbs	16.0	6.0	5.5	0.85
Magic Bullet® 919 BMD30 Developed to finish pigs 40+ lbs to show, great for the final 45 days	17.0	5.0	6.5	1.05
Showpig Base Concentrate for pig starter and show pig feeds for pigs weighing 15 lbs and up	30.0	9.0	2.5	2.8

Regional Availability – Check your current price list for availability in your region, or contact your local Purina® retailer or representative for more information.

Show Lamb Feed

The unique formulations and consistency of our Show lamb feeds continue to lead the industry and help sustain your ongoing success in the showing.

Our Showlamb Creep DX and EXP 15 Pellet DX Show lamb feeds now contain our exclusive Lambitine™ feed technology, which is composed of key plant extracts and organic acids. Lambitine™ feed additive helps maintain proper digestive function and supports feed intake in nursing lambs.

All Honor® Show Chow® lamb feeds now contain PuriFerm™ fungal enzymes that help in the digestibility of fibrous feedstuffs, thereby helping support growth performance. All our show lamb feeds also contain Diamond V® Yeast, TASC0® and Zinpro® zinc methionine.



For more information on our Show Lamb products go to PurinaMills.com/Show-feed

Show Lamb Products

	Protein	Fat	Fiber
Showlamb Creep DX Creep feed for nursing lambs, now with Lambitine™	20.0	5.0	10.5
EXP 15 Pellet DX High energy creep feed for wether-type sheep to help produce early bloom and growth, now with Lambitine™	15.0	5.5	12.0
Flex Lamb TXT (DX or B30) Starter/Grower/Finisher for show lambs, replacement ewe lambs, rams and the entire breeding herd	16.0	2.5	15.0
Showlamb Grower DX Our most popular lamb feed and a great growing feed for weaned lambs	18.0	3.5	9.0
Showlamb Grower 15% DX Higher energy feed for coasting and more cover	15.0	4.0	8.5
Grand Lamb Mixer DX Concentrate for custom mixing Show Lamb feeds	33.0	2.0	10.0

Regional Availability – Check your current price list for availability in your region, or contact your local Purina® retailer or representative for more information.

Show Goat Feed

Our new Honor® Show Chow® Show goat feed, Commotion™ Goat DX, is really making waves in the industry. Commotion™ Goat DX is a textured diet consisting of a pellet designed for the unique nutritional needs of goats combined with steam-flaked barley.



Add to this new diet PuriFerm™, Tasco®, Diamond V® XPC, Zinpro® Availa-4® and ammonium chloride to help prevent urinary calculi, and you've got yourself one power-packed product that is already causing an uproar in the market – hence its name.

Honor® Show Chow® Ambassador, Mike Harbour, has tested the new Honor® Show Chow® Commotion™ Goat DX and in his experience, this feed is highly palatable and helps put bloom on goats quickly.

Show Goat Products

Show Goat Products	Protein	Fat	Fiber
Commotion™ Goat DX Semi-textured feed from purchase to show, develops goats with the showring in mind	16.5	4.0	15.0
Impulse® Goat DX Pelleted feed that supports growth and expressive muscle development. Medicated with Deccox®	16.0	3.0	20.0
Impulse™ Goat R20 Pelleted feed that supports growth and expressive muscle development. Medicated with Rumensin®	16.0	3.0	20.0

Regional Availability – Check your current price list for availability in your region, or contact your local Purina® retailer or representative for more information.

For more information on our Show Goat products go to PurinaMills.com/Show-feed



Mike and his family continue to achieve success in both the lamb and goat showrings through their tireless work ethic, attention to detail, and of course, our feeds.

Show Poultry Feed

Purina has been manufacturing poultry feed since the early 1900's, so we know a thing or two about poultry. Our diets are high in energy, helping you achieve your birds' targeted weights over the course of your project.



With more than 20 years of poultry show experience and knowledge, regularly judging show fairs across the country, Honor® Show Chow® Poultry Ambassador Keith Staggs, is a leader in the poultry showing. In Keith's words, "The research and the guarantees behind the feed, and the consistency from bag to bag has been a proven testament to Purina's leadership in the show feed industry. Purina is the brand that is getting the job done allowing your animals to reach and maintain their full potential."

Show Poultry Products

	Protein	Fat	Fiber	Lysine
Poultry Prestarter AMP.0125 Perfect for: broilers from hatch – 21 days; turkeys from hatch – 10 weeks	30.0	5.0	3.5	1.8
Poultry Starter AMP.0125 Ideal for: broilers from 8-35 days; turkeys from 5-16 weeks	26	6.0	3.5	1.5
Poultry Grow-Fin AMP.0125 Best for: broilers day 22 to finish; turkeys week 15 to finish	22.0	6.0	3.5	1.15



For more information on our Show Poultry products go to PurinaMills.com/Show-feed

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High Octane® Show Supplements

Getting the most out of your show project and maximizing your animal's genetic potential takes hard work and great feed. But let's be realistic, all animals are different. Some need a boost here and there to accent certain features or hide flaws. That's where our top-of-line family of High Octane® supplements can help.

Each of our supplements has a different use and benefit for your animal. They may need more muscle, more cover, more shape, or more depth of body. Whatever adjustment you need to make to your show project to get into the winner's circle, we've got something in our toolbox for you.

Purina® High Octane® supplements are formula rich in research and field-test proven to provide you and your show animal The Power To Perform®.



For more information on our High Octane® supplements go to PurinaMills.com/Show-feed

High Octane® Alleviate™ Supplement

The Digestive Upset Neutralizer

For Show Cattle, Pig, Lamb and Goat

Protein	Fat	Fiber
16.0	4.0	10.0

New Alleviate™ supplement helps support gastric and ruminal health for optimal performance. Designed to support proper pH in stressful situations, it will enhance your feeding program and results for pennies a day.

- Supports gastric pH in Show pigs
- Supports optimal rumen pH in cattle, lambs and goats fed for exhibition
- Designed to support proper pH in stressful situations
- Designed as part of an overall digestive health program



For more information on our Alleviate™ supplement go to PurinaMills.com/Show-feed

High Octane® Champion Drive™ Supplement

The Muscle Building Champion

For Show Cattle, Pig, Lamb, Goat and Poultry

Protein	Fat	Fiber
32.0	5.0	6.0

Designed to be cover neutral and fed from start to finish as a supplemental protein source.

- Formulated with high quality animal protein sources for muscle synthesis and maximum definition
- Targets top shape and muscle dimension
- High levels of both fat- and water-soluble vitamins
- Power-packed ingredients to unleash full genetic potential



For more information on our Champion Drive™ supplement go to PurinaMills.com/Show-feed

Regional Availability – Check your current price list for availability in your region, or contact your local Purina® retailer or representative for more information.

High Octane® Fitter 35® Supplement

The Fat Burning Machine

For Show Cattle, Pig, Lamb and Goat

Protein	Fat	Fiber
35.0	2.5	7.0

Designed to help support lean tissue growth and muscle development.

- High protein for optimal lean muscle expression
- Low fat content helps burn fat
- Flexible application as a supplement or complete feed



For more information on our
Fitter 35® supplement go to
PurinaMills.com/Show-feed

High Octane® Fitter 52™ Supplement

The Fast-Acting Lean Machine

For Show Cattle, Pig, Lamb and Goat

Protein	Fat	Fiber
52.0	2.0	5.0

Designed to affect leanness and promote muscle synthesis and definition.

- Helps increase femininity in heifers and gilts; helps reduce jowl fat
- Makes animals look great by helping to build muscle and trim fat
- Delivers potent nutrition



For more information on our
Fitter 52™ supplement go to
PurinaMills.com/Show-feed

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High Octane® Power Fuel® Supplement

The Power-Packed Energy Nugget

For Show Cattle, Pig, Lamb, Goat and Poultry

Protein	Fat	Fiber
12.0	31.0	6.0

A high energy extruded nugget that includes octacosanol, Omega 3 and 6 fatty acids, Gamma Oryzanol, ascorbic acid, Vitamin E and more.

- Highly palatable high fat supplement for added cover
- Essential fatty acids for overall health and show look
- Contains TASCO® which is important during periods of stress



For more information on our Power Fuel® supplement go to PurinaMills.com/Show-feed

High Octane® Heavy Weight® Supplement

The Powder that Packs a Punch

For Show Cattle, Pig, Lamb and Goat

Protein	Fat	Fiber
8.0	70.0	0.1

A high-energy supplement with essential amino acids to help aid palatability and provide essential fatty acids for skin and hair quality.

- Extremely palatable for easy intake
- Water miscible and flexible application
- High fat content helps soften muscle and add cover
- Proprietary fat blend that helps promote healthy hair and skin



For more information on our Heavy Weight® supplement go to PurinaMills.com/Show-feed

High Octane® Depth Charge® Supplement

The Explosive Fill Supplement

For Show Cattle, Pig, Lamb and Goat

Protein	Fat	Fiber
9.0	1.5	25.0

An advanced nutritional supplement with multiple sources of digestible fiber which help expand the digestive tract.

- Helps promote a full, physical appearance
- Highly palatable, high fiber fill creation pellet
- Helps keep animals fuller when limit feeding
- Can be fed to all species and classes of show animals



For more information on our Depth Charge® supplement go to PurinaMills.com/Show-feed

High Octane® Ultra Full® Supplement

The Flank and Lower Body Filler

For Show Cattle, Pig, Lamb and Goat

Protein	Fat	Fiber
12.0	4.0	27.5

Our latest Show supplement is designed to help support fill through controlled, progressive expansion formulated to result in lower body and flank fill.

- Includes progressive expansion design technology
- Helps support fill creation targeting lower body and flank fill
- Proprietary ingredient blend helps enhance palatability
- Synergistic with High Octane® Depth Charge® supplement



For more information on our Ultra Full® supplement go to PurinaMills.com/Show-feed

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High Octane® Showpig Paylean® 900 Supplement

For use in show pig diets

Protein	Fat	Fiber	Lysine
20.0	5.0	5.0	1.5

Formulated with high quality animal protein sources for muscle synthesis and maximum definition.

- Helps support feed efficiency, lean gain with no effect on meat quality
- Highly palatable medicated 20% protein pellet
- Includes zinc methionine and high levels of biotin to help protect pad and hooves



For more information on our Showpig Paylean® 900 supplement go to PurinaMills.com/Show-feed

High Octane® Powerfill® Supplement

For use in show pig diets

Protein	Fat	Fiber	Lysine
26.0	12.0	6.0	1.85

Formulated to help promote body condition while managing weight gain and maintaining muscle, and can be fed as part or as sole daily diet for show pigs.

- Helps maintain fat cover while slowing weight gain
- Highly palatable, high protein, high fat meal
- Helps maintain gut fill
- Can be fed as part of or as sole daily diet for show pigs



For more information on our Powerfill® supplement go to PurinaMills.com/Show-feed

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Where Our Targeted Supplements Work: Cattle

CHAMPION DRIVE™

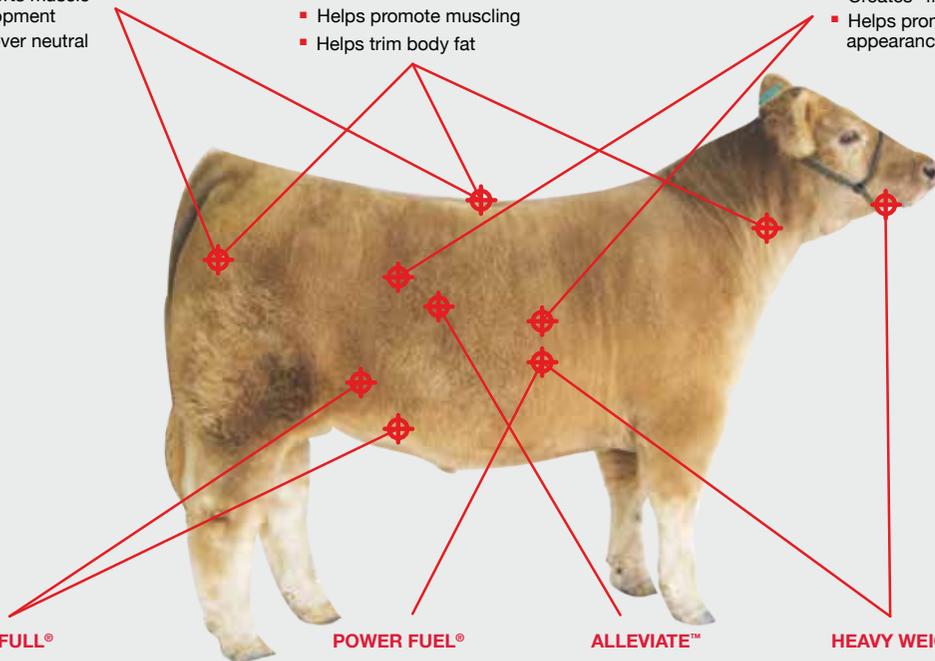
- Supports muscle development
- Fat cover neutral

FITTER 35® (Slow Burn) / FITTER 52™ (Aggressive)

- Helps promote muscling
- Helps trim body fat

DEPTH CHARGE®

- Creates "fill" and volume
- Helps promote a full physical appearance for show day



ULTRA FULL®

- Helps promote lower body fill
- Designed to expand progressively

POWER FUEL®

- Helps promote body condition and growth performance
- Helps add fat cover
- Helps support immune function

ALLEVIATE™

- Supports ruminal health for optimal performance
- Designed to support proper pH in stressful situations.

HEAVY WEIGHT®

- Helps add fat cover
- Helps promote growth by improving feed intake

Where Our Targeted Supplements Work: Swine

CHAMPION DRIVE™

- Supports muscle development
- Fat cover neutral

SHOWPIG PAYLEAN® 900

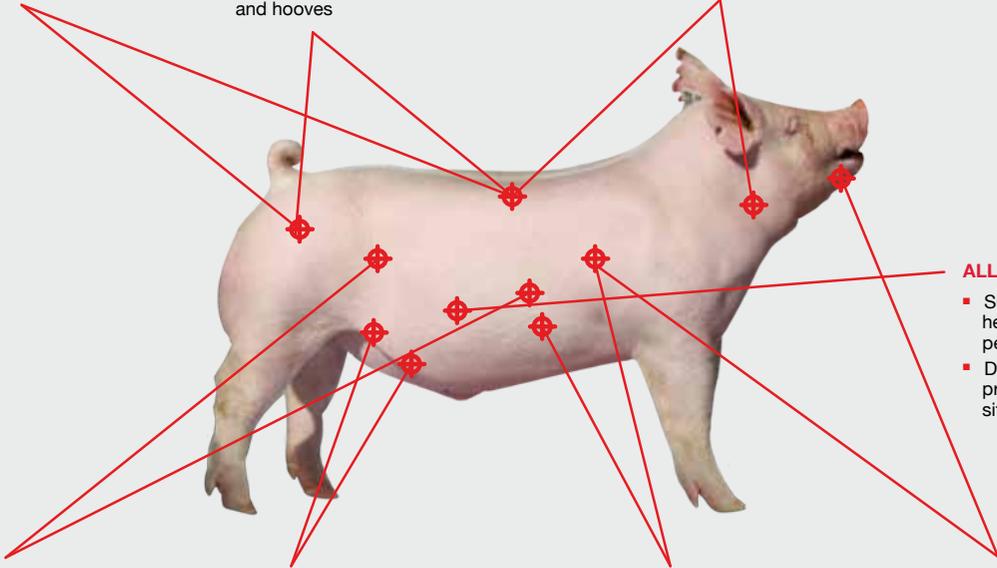
- Helps build muscle and growth
- Helps protect pads and hooves

FITTER 35® (Slow Burn) / FITTER 52™ (Aggressive)

- Helps promote muscling
- Helps trim body fat

POWERFILL®

- Overall weight management tool



ALLEVIATE™

- Supports gastric health for optimal performance
- Designed to support proper pH in stressful situations.

DEPTH CHARGE®

- Creates “fill” and volume
- Helps promote a full physical appearance for show day

ULTRA FULL®

- Helps promote lower body fill
- Designed to expand progressively

POWER FUEL®

- Helps promote body condition and growth performance
- Helps add fat cover
- Helps support immune function

HEAVY WEIGHT®

- Helps add fat cover
- Helps promote growth by improving feed intake

Where Our Targeted Supplements Work: Lamb & Goat

CHAMPION DRIVE™

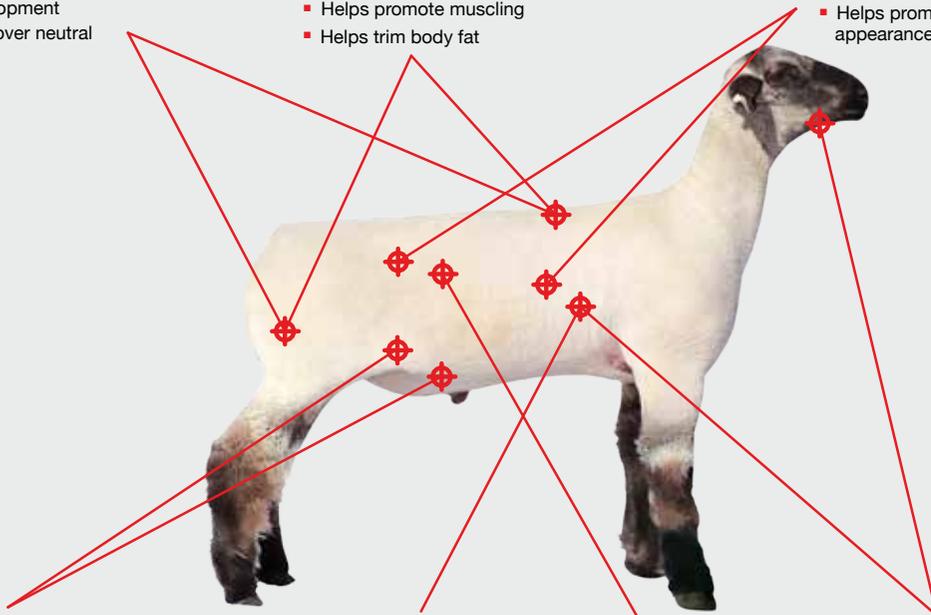
- Supports muscle development
- Fat cover neutral

FITTER 35® (Slow Burn) / FITTER 52™ (Aggressive)

- Helps promote muscling
- Helps trim body fat

DEPTH CHARGE®

- Creates “fill” and volume
- Helps promote a full physical appearance for show day



ULTRA FULL®

- Helps promote lower body fill
- Designed to expand progressively

POWER FUEL®

- Helps promote body condition and growth performance
- Helps add fat cover
- Helps support immune function

ALLEVIATE™

- Supports ruminal health for optimal performance
- Designed to support proper pH in stressful situations.

HEAVY WEIGHT®

- Helps add fat cover
- Helps promote growth by improving feed intake

Purina® High Octane® supplements work similarly on goats as they do on sheep. All products listed contain no added copper and are safe for sheep.

Power in Performance

We know the best way to help you realize your dream starts by employing a Winning Philosophy.

For additional information on our show products or to submit a question via “Ask the Experts”, go to PurinaMills.com/show-feed or call 1-800-227-8941.

Winning Philosophy

BETTER BREEDING

- Genetic Potential
- Selection
- Conformation
- Soundness

BETTER MANAGEMENT

- Cleanliness
- Showmanship
- Consistent Feed Times
- Daily Prep

BETTER FEEDING

- Consistent Intake
- Optimum Growth
- Body Condition
- Bloom & Finish

BETTER HEALTH

- Vaccination
- Proper Sanitation
- Health Program
- Veterinary Care





Feed either **Honor® Show Chow® Feeds**
or **High Octane® Supplements**

**Win and Get
Rewarded!**



Top Performers PROGRAM

Our Top Performers program is a Youth Awards Program for Grand and Reserve Grand Champion and Breed Champion winners of livestock shows in participating areas.

Win feeding Purina® Honor® Show Chow® feed or High Octane® supplements and we'll honor your success with great awards. We'll also upload your winning photo to our website for all to see.



For more information go to
PurinaMills.com/Show-feed

Show Feed Product Guide

Purina Animal Nutrition Center.....	2-3
Honor® Show Chow® Show Cattle Products.....	4-5
Honor® Show Chow® Show Pig Products.....	6-7
Honor® Show Chow® Show Lamb Products.....	8-9
Honor® Show Chow® Show Goat Products.....	10-11
Honor® Show Chow® Show Poultry Products.....	12-13
High Octane® Show Supplements.....	14-15
High Octane® Digestive and Protein Supplements.....	16-17
High Octane® Protein Supplements.....	18-19
High Octane® Energy Supplements.....	20-21
High Octane® Fill Supplements.....	22-23
High Octane® Pig Supplements.....	24-25
Where Our Targeted Supplements Work – Cattle.....	26-27
Where Our Targeted Supplements Work – Pig.....	28-29
Where Our Targeted Supplements Work – Lamb & Goat.....	30-31
Checkerboard Winning Philosophy.....	32-33
Top Performers Award Program.....	34-35

PurinaMills.com/Show-feed



HonorShowChow



HonorShowChow

1-800-227-8941