



Your Favorite Cornerstone® Calf Starters— NEW AND IMPROVED!

Now your source for AMPLI-Calf™ Technology

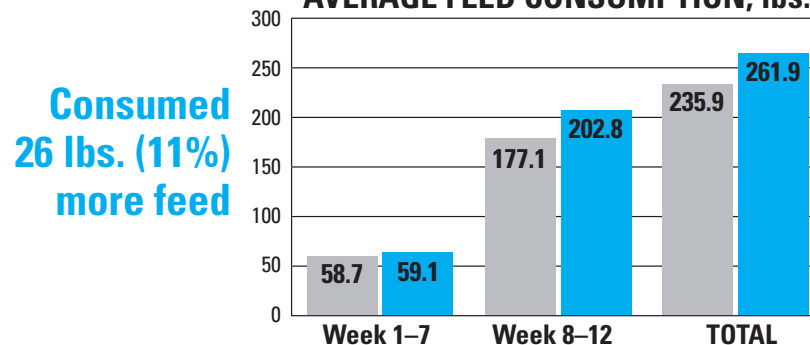
AMPLI-Calf™ Technology—a revolutionary breakthrough for calf starters—is now available in the Cornerstone® calf starter product line from Purina Mills®. AMPLI-Calf™ Technology delivers on all key producer expectations for calf starters:

- Superior calf starter intake
- Superior weight gain
- Superior structural growth
- Superior health solutions

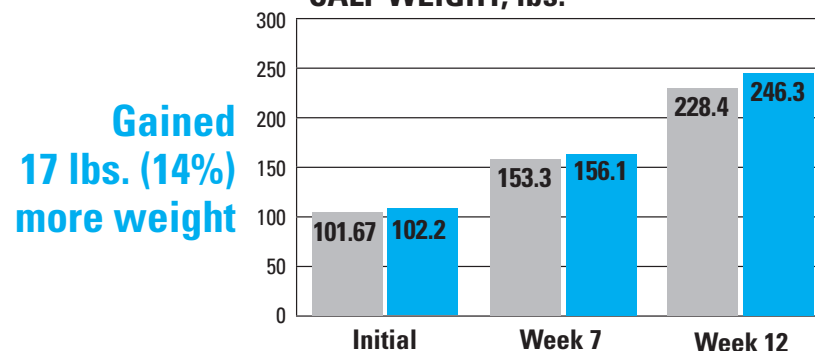
AMPLI-Calf™ Technology encourages calves to begin eating starter sooner and more frequently. It boosts calves' natural immune defenses, allowing the animals to spend energy on growth and less for fighting off environmental challenges. AMPLI-Calf™ Technology also supports proper digestion in young calves.

Calves fed starters with AMPLI-Calf™ Technology:

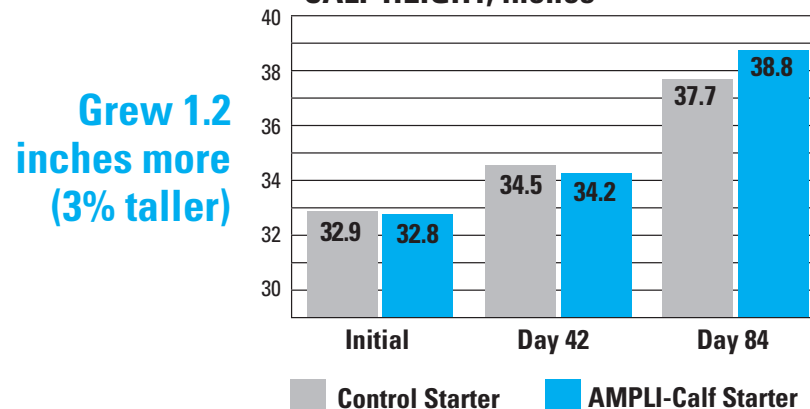
AVERAGE FEED CONSUMPTION, lbs.



CALF WEIGHT, lbs.



CALF HEIGHT, inches



Control Starter AMPLI-Calf Starter

Source: 2006 Land O'Lakes Purina Feed research; control and test groups fed 20% texturized starters with 22:20 calf milk replacer (1.5 lbs./day).

Cornerstone® Products

- Cornerstone® Calf Startena® 22
- Cornerstone® Calf Startena® 20

Ask your feed retailer how your calves can try starters with the breakthrough AMPLI-Calf™ Technology.



MAKE EVERY CALF COUNT Grow them better with a complete Cornerstone® Feeding Plan

Lifestage	Birth		Growing			Breeding		Calving
Age	0-3 days	4 days	7 weeks	12 weeks	6 months	12 months	14 months	22-24 months

INTENSIVE PLAN

Weight	90 lbs		165 lbs	265 lbs	440 lbs	755 lbs	875 lbs	1,415 lbs
Nutrition Plan	Land O Lakes® Colostrum Replacer	Cornerstone® 28:20 Calf Milk Replacer Cornerstone® Calf Startena® 22 – now with AMPLI-Calf™ Technology		Cornerstone® Full Growth Potential Calf Growena®		Cornerstone® Concentrate, Cornerstone® Complete, Cornerstone® Heifer Minerals, Cornerstone® MIP Supplements		

HIGH PERFORMANCE PLAN

Weight	90 lbs		135 lbs	200 lbs	345 lbs	705 lbs	825 lbs	1,365 lbs
Nutrition Plan	Land O Lakes® Colostrum Replacer	Cornerstone® 22:20 or Maxi Balance® Plus Calf Milk Replacers Cornerstone® Calf Startena® 20 – now with AMPLI-Calf™ Technology		Cornerstone® Full Growth Potential Calf Growena®		Cornerstone® Concentrate, Cornerstone® Complete, Cornerstone® Heifer Minerals, Cornerstone® MIP Supplements		

For more information, contact us at:

Land O'Lakes Purina Feed

1080 West County Road F, Shoreview, Minnesota 55126

www.dairy.purinamills.com

www.amplicalf.com