



Wind and Rain[®] Cattle Mineral

For the health and
performance of your herd.



FEED GREATNESS[®]



MINERALS ARE TOO IMPORTANT TO SKIMP ON.

You know it's important to feed your cattle a well-balanced mineral and vitamin supplement, but that is only half of the equation. The other half is consistent intake.

For example, phosphorus is often called the "Master Mineral" because it affects nearly every metabolic function in cattle. Providing your herd with adequate amounts of supplemental phosphorus depends on the combination of phosphorus content and targeted intake.

Purina® Wind and Rain® formulas are research-tested to provide optimal mineral nutrition through consistent targeted intake protected by industry-leading weather-resistance. So, more of your mineral investment is utilized by the cattle.

PURINA® WIND AND RAIN® CATTLE MINERALS ARE UNIQUELY FORMULATED TO PROVIDE:

BALANCED MINERAL AND VITAMIN NUTRITION

Purina® Wind and Rain® cattle minerals contain the essential macro and trace minerals at proper levels and ratios to address mineral deficiencies inherent in forages to meet cattle mineral nutritional requirements throughout the year. Wind and Rain® minerals also provide vitamin supplementation as forages are deficient in vitamins. Supplemental vitamins A, D and E are important to support optimal health, fertility and growth.

CONSISTENT INTAKE

Consistent mineral intake is critical to supply your cattle with the daily nutrition of essential vitamins and minerals. The Purina® research team evaluates and tests mineral ingredients to assure they are consumed consistently from animal to animal and day to day. Free-choice mineral formulations that are refused by some cattle can decrease cattle performance, and those that are consumed at excessive levels could lead to an increased out of pocket cost for the producer. Neither situation is desirable. Purina® Wind and Rain® minerals are research proven to significantly reduce this variation. The result is a mineral supplement that is more readily consumed by all cattle at targeted levels, helping assure more of your herd will get what they need when they need it.

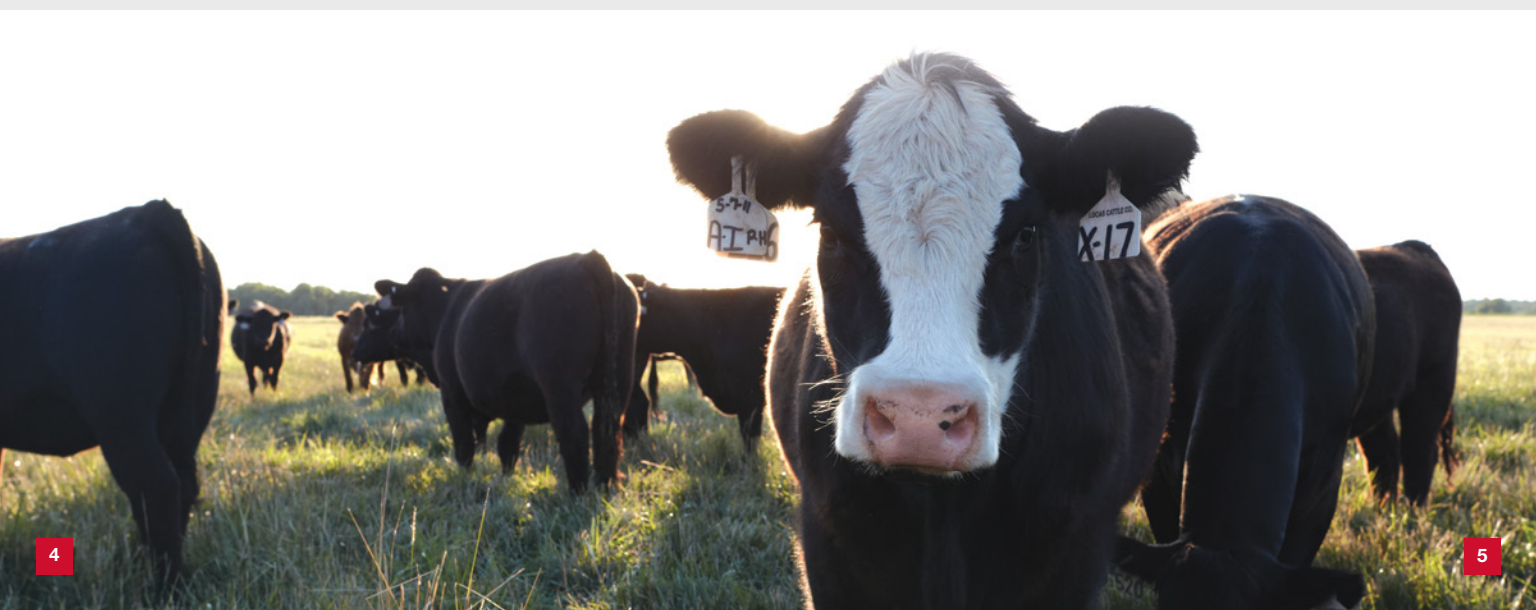
THE ULTIMATE IN WEATHER RESISTANCE

Purina is the industry leader in weather-resistant mineral formulations. The patented Storm® formula minerals have been research tested and field proven to resist water, not digestion. This unique process allows the mineral to remain palatable even after it has been wet. Rain, ice, and snow cause conventional minerals to “cake.” Once caking occurs, cattle simply won’t eat the mineral. Additionally, the large particle size keeps the mineral from blowing out of the feeder. Weather-resistance protects your mineral investment. Less mineral is wasted or spoiled, so it can go to work in your herd to help you achieve your performance and profitability goals.

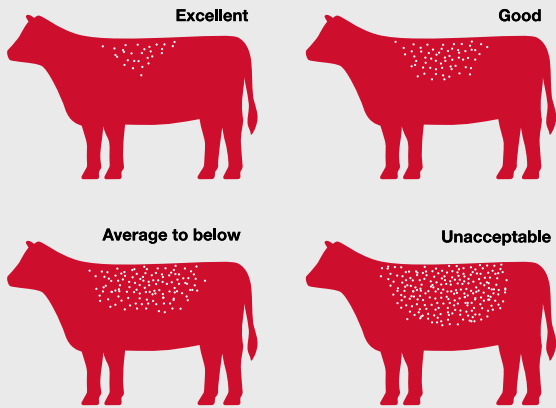


FLY CONTROL

Horn fly control is critical to support optimal grazing, combat stress, and ultimately reduce economic losses due to poor performance. Purina® Wind and Rain® cattle mineral with Altosid® IGR interrupts the horn fly life cycle reducing the overall fly population.

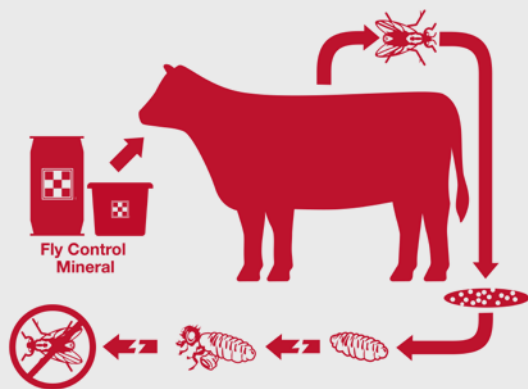


FLY CONTROL POPULATION EVALUATION GUIDE



Entomologists agree that horn fly populations need to be kept below 200 per cow to avoid economic loss. These four cows have 25, 50, 100, and 250 “dots” representing horn flies per animal.

ALTOSID® IGR FEED-THRU (S-Methoprene) BREAKS HORN FLY LIFE CYCLE



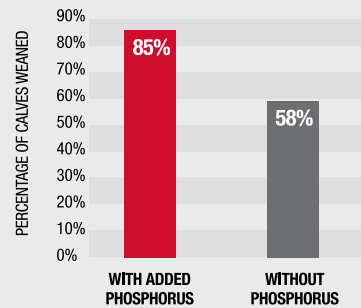
The adult horn fly lives about 2 to 5 weeks and spends its adult life on the same animal, day and night. It takes 20-30 blood meals per day with an efficient cutting and digging mechanism. The female may produce about 400 eggs.

The female is capable of laying 10 to 15 eggs per day. Eggs are laid in fresh manure and hatch within 1 to 2 days. Fly larvae will develop into pupae (stage between larvae and adult fly) under the manure pat or in soil in about 6 to 8 days.

When consumed in Wind and Rain® mineral, Altosid® IGR is passed into the manure. The Insect Growth Regulator stops adult horn fly development at the pupal stage, which breaks the life cycle.

EFFECTS OF MINERALS ON CATTLE POPULATIONS

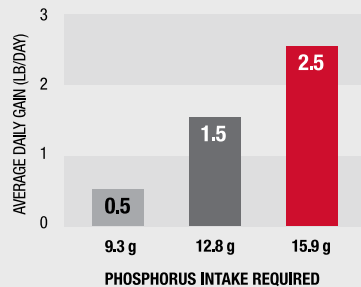
Percentage Weaned Calf Crop, Relative to Phosphorus Supplementation



This chart shows the effects of adequate phosphorus supplementation as it relates to a weaned calf crop.

Source: USDA Research based on mature cows in Texas, two consecutive calf crops

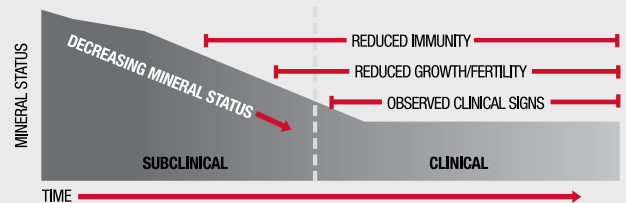
Effects of Added Phosphorus on Daily Gains in 500-lb. Calves



This chart shows that phosphorus is a key factor in cattle performance.

Source: National Research Council

Relationship of Mineral Status to Clinical Symptoms



Source: Wikse (1992)

This chart illustrates why it's important to have a palatable source of a balanced, complete mineral supplement available for your cattle at all times.

MINERAL & VITAMIN NUTRITION SUPPORTS:

Macro Minerals

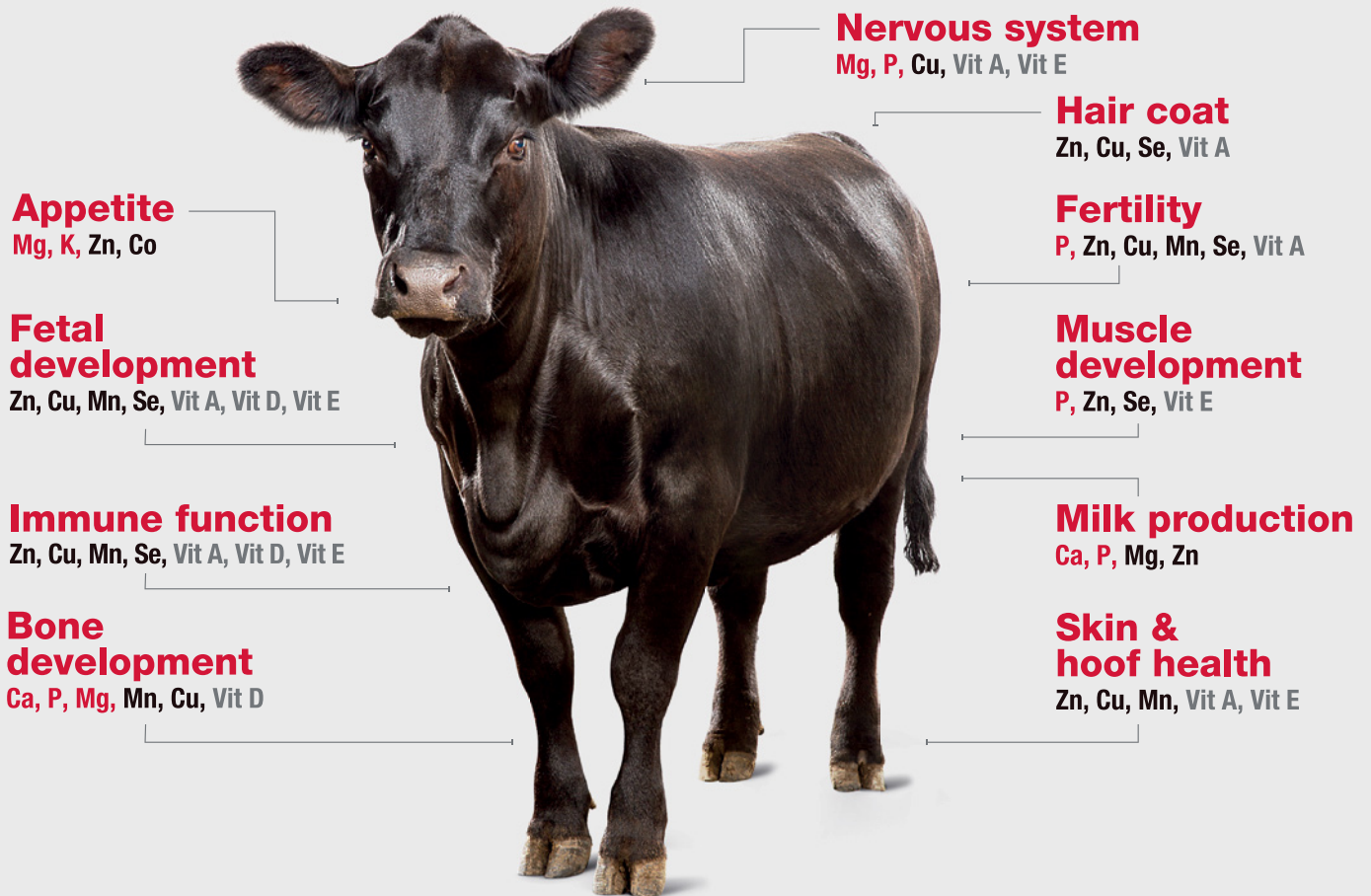
Phosphorus (P), Potassium (K), Calcium (Ca), Sodium (Na), Chloride (Cl) and Magnesium (Mg)

Trace Minerals

Copper (Cu), Zinc (Zn), Iodine (I), Selenium (Se), Manganese (Mn) and Cobalt (Co)

Vitamins

Vitamin A, Vitamin D and Vitamin E



PURINA'S FAMILY OF WIND AND RAIN® MINERALS

All options are available with fly control



Purina® Wind and Rain® All Season Mineral

Purina® Wind and Rain® All Season Minerals are formulated to meet cattle needs based on forage quality.

- Available at various phosphorus levels
- Feeding free choice salt is not required with complete minerals



Purina® Wind and Rain® ProCycle® Mineral

Designed for high trace mineral bioavailability, Purina® Wind and Rain® ProCycle® is an elite, cutting-edge mineral with proven consistent consumption designed to get cows bred, keep them bred and deliver to your bottom-line. This mineral offers ultimate trace mineral absorption through a cutting-edge combination of organic and inorganic sources, which supports elite reproductive expectations. Additionally, it contains a proprietary enzyme designed to support forage digestibility.



Purina® Wind and Rain® High Magnesium Mineral

Purina® Wind and Rain® High Magnesium Minerals are designed to provide readily available formulations that cattle will eat while grazing lush pastures. Purina's unique manufacturing processes help ensure more consistent intake and adequate levels of available magnesium.

- Available at various phosphorus levels
- Feeding free choice salt is not required with complete minerals



Purina® Wind and Rain® Summer Season Mineral

Purina® Wind and Rain® Summer Season Mineral helps maintain cow mineral consumption as the summer heat rises. The mineral's proprietary blend of nutritional additives promote digestion, gut health and energy utilization to combat environmental stress in the summer so cows can maintain consumption and productivity.



Purina® Wind and Rain® Fly Control Mineral

Purina® Wind and Rain® Fly Control with Altosid® IGR prevents the breeding of horn flies in the manure of treated cattle.

Fly control options are available in Purina standard Wind and Rain® cattle mineral product lines. Please see your Purina representative for fly control options in your area.



The 1,188-acre Purina Animal Nutrition Center was founded in 1926.

Consistent Mineral Intake is critical to supply your cattle with daily nutrition of key elements to help meet nutrient requirements year-round.

Purina® Wind and Rain® formulations provide consistent mineral intake that ensures:

Bioavailability | Palatability | Predictability | Weatherability



FEED GREATNESS®

1-800-227-8941

www.purinamills.com/cattle-feed