

Top Performer's Win with Show Chow®

Beatin' Down the Door

2006 is off and running and the Show Chow® Rewards program is stronger than ever. We've got over 4,200 members in the program now, and the registrations and prize orders keep pouring in. That's good news for you. If the customers aren't already beating down your door, look out! They're heading in droves for your store, so you better be prepared. Call your Purina Mills sales rep today to stock up on Show Chow®. Don't lose out to your competition because you didn't have the goods to keep those eager show customers satisfied!

Show Chow Keeps on Winning

The number of Show Chow beef cattle exhibitors winning at major events keeps increasing every year. In the past few months, Show Chow has taken home these major awards:

- Reserve Grand Market Steer – 2006 National Western Stock Show
- Grand Champion Maine Anjou Bull – 2006 National Western Stock Show
- Grand Champion Pen of 5 Prospect Heifers – 2006 National Western Stock Show
- Grand Champion Female Shorthorn – 2005 American Royal
- Reserve Grand Female Shorthorn – 2005 American Royal
- Reserve Grand Female Shorthorn – 2005 NAILE
- Grand Champion Steer – 2005 Colorado State Fair
- Grand Champion Steer – 2005 Missouri State Fair
- Grand Champion Steer – 2005 Oklahoma State Fair
- Supreme Champion Heifer – 2005 Iowa State Fair

(Insert picture of winner –from Show Chow Resource CD)

Show Chow just keeps on winning and winning and winning! Are you stocking and selling Show Chow?

Sponsorship Alert

To keep the program alive and fresh in 2006 we've added a fantastic group of new sponsors. Eagle Valley Bedding, the best pelleted bedding on the market, is the title sponsor of the Top Performer's Program. Germ X, the waterless hand sanitizer and Tarter Gate, manufacturer of lifestyle farm equipment have joined the Rewards Program and have items eligible for redemption from your customers.

But don't forget about our fantastic returning sponsors – KW Cages, Andis Clippers, Stierwalt Show Cattle School, Guyer Cattle Company and Sullivan Supply. Tell your customers about all the awesome benefits gained from feeding Show Chow®, both in and out of the winner's circle!

Exciting EXPO Offers

Be sure to attend one of the Retail Expo events this year where you will find great promotional opportunities from Show Chow and the Rewards Program Sponsors. We're always looking for ways to help you build your Show Chow and allied line business!

Selling More Show Chow

Get to know your customers and their needs. **Are they heavily invested in showing? Do I have the products they need at the RIGHT TIME? What can I do to ensure that I keep their business?** These few questions combined with the four simple rules will go a long way to grow your Show Chow business!
SHOW CHOW RULES!