



Now goat's milk has met its match. And then some.

Introducing LAND O LAKES® Doe's Match™ Premium Blend Kid Milk Replacer.

Goats are the most popular domesticated animals in the world. And the market is growing, fueled by an increased demand for meat and milk. In fact, it's estimated that more than 500,000 additional goats are needed simply to meet the current demand for meat in the U.S.

Now – just in time for kidding season – Land O'Lakes animal science brings you a new way to tap into this accelerating market.

New LAND O LAKES® Doe's Match™ Premium Blend Kid Milk Replacer is the



best choice a producer can make to help kids reach their full potential. It outperforms other milk replacers. It even outperforms goat's milk.

Here's why: Doe's Match™ Kid Milk Replacer is a new high protein 25/28 formulation. More importantly, Doe's Match™ Kid Milk Replacer is the only one with the Architect® Formulation System, the same unique carbohydrate technology used in the original LAND O LAKES® Cow's Match® Calf Growth Formula.

With LAND O LAKES® Doe's Match™ Premium Blend Kid Milk Replacer, producers spend less – goats grow more. It's as simple as that.

Great nutrition for goats. Great profits for you.

LAND O LAKES® Doe's Match™ Premium Blend Kid Milk Replacer opens up profitable new possibilities for you. It's the best-performing product on the market, hands-down.

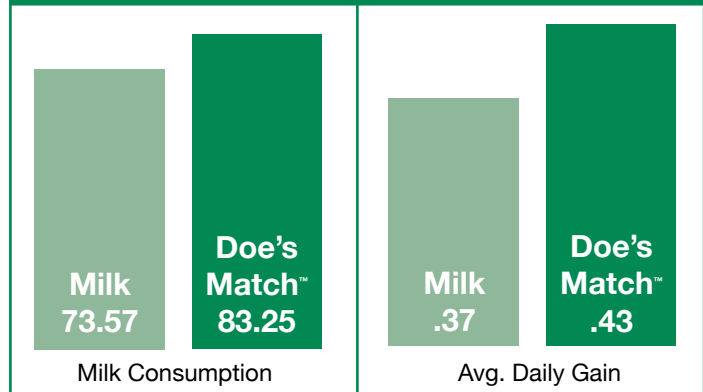
Studies have shown that goat kids raised on milk replacer have similar growth rates and show no significant difference in slaughter weights from goat kids raised on goat milk. However, in the past, some milk replacers have been detrimental to kid health, and the cost of treating health problems has sometimes outweighed potential profit.

Now it's both practical and profitable to use milk replacer. Doe's Match™ Kid Milk Replacer is specially formulated for the nutritional needs of goats. And it's based on the Architect® Formulation System, a patented technology developed by the research team at Land O'Lakes Animal Milk Products, containing a unique combination of protein, fat and carbohydrate. This proven nutritional advantage helps to grow bigger, more vigorous kids.



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Here's how Doe's Match™ Kid Milk Replacer stacked up in a research trial:



- Unlike traditional products, kids raised on Doe's Match™ Kid Milk Replacer also had less scours than those raised on goat's milk.
- Kids raised on Doe's Match™ Kid Milk Replacer cost about \$.16 less per pound of gain than those raised on goat's milk.

Here's the bottom line: with Doe's Match™ Kid Milk Replacer, you can improve the productivity and profitability of a goat enterprise.

New Doe's Match™ Kid Milk Replacer is ideal for any size goat operation. It's available in three convenient sizes, the 8 lb. pail, the 20 lb. pail, and the hefty 50 lb. bag.

So get going. Get those kids growing—and grow your profit potential— with new Doe's Match™ Kid Milk Replacer, only from Land O'Lakes Animal Milk Products.

