



DATE: August 26, 2005

TO: HONOR Showfeed Dealers
Land O'Lakes Purina District Sales Force

FROM: Kevin Burgoon, Ph.D.
Showfeed Nutritionist

SUBJECT: HONOR Showpig Grower L200

We have had many requests for a Grower feed with two attributes: 1) medicated with Lincomycin; and 2) a higher crude fat and higher energy feed for the needs of the modern showpig. We have upgraded the Grower product to stay on the cutting edge of showpig nutrition.

Mycoplasmal pneumonia or PPLO has it is also known as in the Southwest can devastate a show pig, and render it unshowable. Lincomycin is the drug of choice to prevent and treat this ailment. Two of the more prominent indications of this disease are respiratory distress and lameness (arthritis). To ensure health and soundness in pigs that could have costly investments, we have chosen to medicate the Grower product with Lincomycin.

This medication will also help greatly with receiving pigs. Many showpig feeders purchase their pigs through pig sales. Some bring home pigs from several sales and "co-mingle" the pigs. As a result the pigs' immune systems are challenged, often resulting in scouring, respiratory distress, and other ailments. Lincomycin is again the drug of choice to counter these problems.

There has also been a shift in selection and judging at pig shows across the nation. Judges are now wanting more body cover (a more "production" look), with softer muscle. The only way to accomplish this is more energy. That is the reason for the increase in crude fat and energy in Showpig Grower. Last year, we offered a feed called HONOR Showpig Pop that was medicated with Lincomycin. To streamline our product offering and for the reasons stated above we have consolidated HONOR Showpig Pop (with Lincomycin) and HONOR Showpig Grower T100 into one feed: HONOR Showpig Grower L200.

As a result of the medication, crude fat, energy (ME), and change in protein sources the new feed is slightly higher in price.

Should you have any questions, please contact your local sales representative