



Lake Country™



# Honor POWERFILL™

The Ultimate in Showpig  
Nutrition





# Selection Trends

- Trends in selection from 2004 to present:
  - Softer muscle (more body fat)
  - “production” look (gut fill, rib shape)
  - Fresher pigs
  - Sounder pigs
  - Wide based





# Old Type Pig

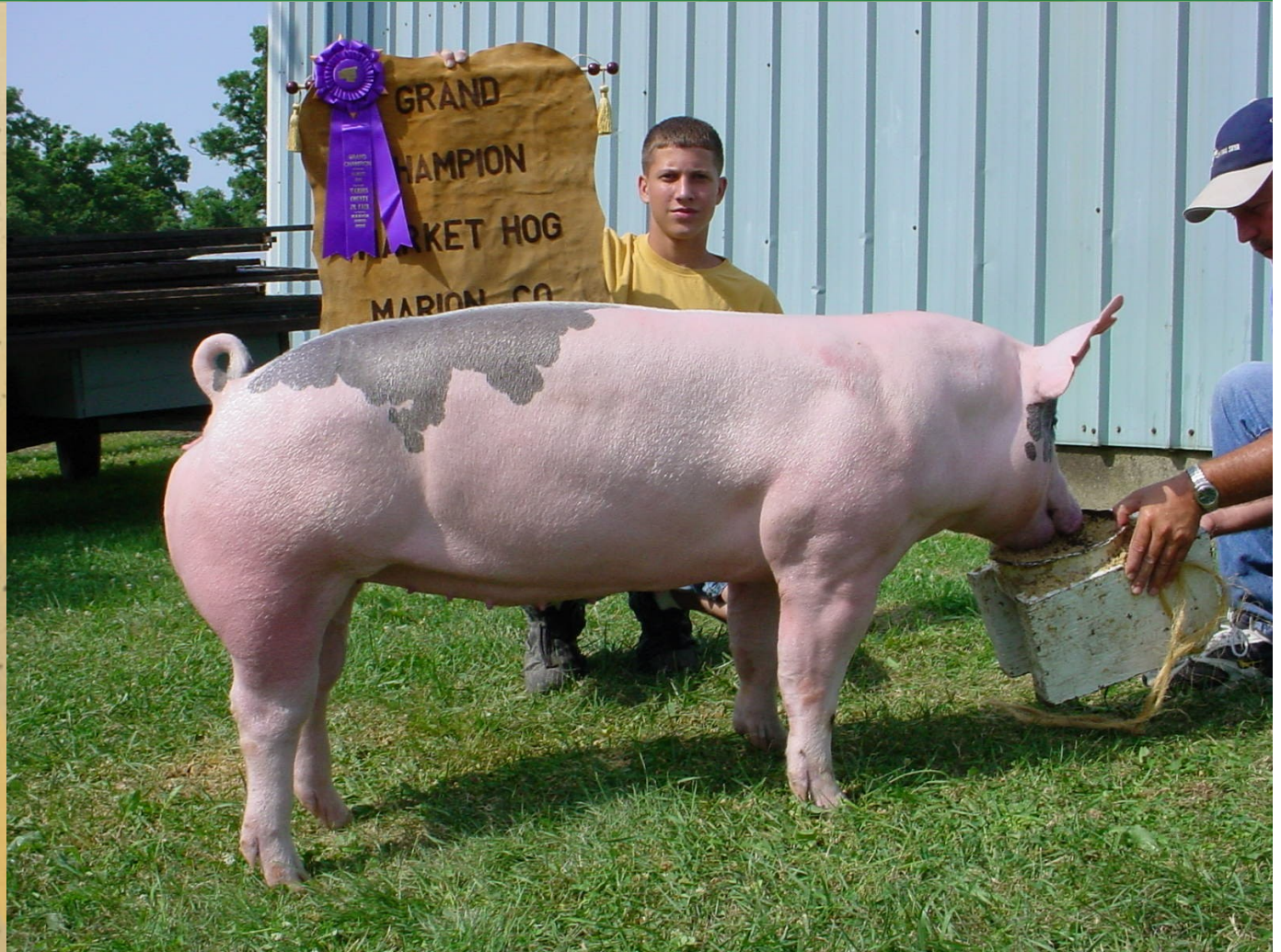
- 0.3 BF
- 10.0 LEA
- Big frame
- Raw muscle
- Ribs visible





# Old Type Pig

- Raw, hard muscle
- Ribs visible
- 0.30 BF





# New Type Pig

- Soft muscle
- 0.6 – 0.7 BF
- Very sound
- Wide based
- Rib shape





# New Type Pig

- Very sound
- Soft muscle
- 0.8 BF
- Wide based
- Gut fill / soft middle
- “Productive” look





# Nutritional Needs

- Change in “type” requires feeds:
  - Add muscle and shape
  - To add body fat late in the growth curve
  - Add gut fill
  - All while limiting weight gain – especially final 30 – 45 days





# Energy Supplementation

- Feeders are using other brands' products:
  - Power Up – Sunglo
  - 3-D – Moorman's
  - Golden Flo – Suther's
- Or Milk replacer





# “Mixing Feed”

- Other products used:
  - Beet pulp to produce gut fill
  - High protein products for muscle shape
  - Eggs for skin and hair
  - Vitamin and trace mineral supplementation





# “Old” HONOR Product

- HONOR Showpig Fitter
  - Limited weight gain
  - Kept pigs fresh
  - Retained muscle
  - BUT – peeled off fat & reduced gut fill





# How do we get there?

- Basically we are dealing with same genetics:
  - Lean, hard muscle
  - Somewhat more rib
  - Somewhat looser middle
  - New type is sounder





# The Need

- **POWER:**
  - Add muscle and body fat
- **FILL:**
  - Add full, soft middle
- **Limit weight gain**
- **During final 30 – 45 days**





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# The Answer

# POWERFILL™





# Honor POWERFILL™

- Complete feed
- Nutrients
  - 26% crude protein
  - 12% crude fat
  - 1.85% lysine
- Meal
- Non-medicated





# Honor POWERFILL™

- Builds muscle:
  - Highest quality protein sources
- Adds body fat:
  - Very high energy
- Adds gut fill:
  - Ground beet pulp





# Honor POWERFILL™

## ■ Add gut fill:

- Beet pulp – high in fiber
- 2 <sup>3</sup>/<sub>4</sub> lbs/day = 0.55 lbs beet pulp/day
- 3 lbs/day = 0.60 lbs beet pulp/day
- 3 <sup>1</sup>/<sub>2</sub> lbs/day = 0.70 lbs beet pulp/day





# Honor POWERFILL™

## ■ TASCOTM™

- Improves circulation
- Lowers body temp during heat stress
- Improves immune system
- Improves stamina





# Honor POWERFILL™

- Fill a void
- Jump start feed sales
- Ultimately make money





# Kids Work Hard...





# Honor POWERFILL™

- Feeding Directions
  - 3 lbs/day = about 1.0 lb gain
  - Start at 3 lbs/day and adjust
  - No need to add water





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# Honor POWERFILL™

- Power packed nutrition
  - Manages weight gain
  - Builds soft muscle
  - Creates muscle shape
  - Creates gut fill





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*Everything is in the  
bag*

