

# Purina Impact Starter

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## Impact Starter

You will be hearing more about Purina dealers and their customers reporting successful starting cattle results with Purina's Impact Starter Technology. In hot, dry conditions in much of our market have forced cattle producers to make significant changes in their weaning programs, feed and grass management strategies and in their choice of Purina feed products to use. Because of the IM Technology built into Impact Starter, you will quickly see how this product will respond to a variety of feeding situations.

**Here's how it works. Impact Starter contains Purina's patented intake modifiers to help control consumption on calves. This allows the formula to be energy dense to enhance calf performance and feed efficiency yet be safe enough to be full fed.**

Your customers and prospects (and their cattle) will also like the look and feel of Impact Starter. It is a coarse textured ration that is palatable to calves even if they have had limited access to dry feed before weaning. It holds up in the bunk better than pelleted feeds and resists moisture as well.

Your cattle producer contacts rely on Purina dealers to bring them nutritional solutions, especially in times when they have new challenges or (in the case of this year) when Mother Nature throws us a curve. Impact Starter will be your product of choice for many of these new situations this fall.

If you haven't handled Impact Starter in the past please consult with your Purina sales representative or visit the Cattle Nutrition link on the Purina Mills website.