

WHERE CAN I GET MORE
INFORMATION?

Product information, Natural Beef
marketing program requirements

and links to information on

Natural Beef can be found at

www.cattlenutrition.com and click

on the Natural Beef link. Your

Purina Mills Feed Representative is also

available to assist you. Or feel free

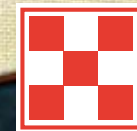
to call us at 1-800-831-5040

ext. 6725 for more information.



Purina Mills

www.cattlenutrition.com
1-800-831-5040 ext. 6725



Purina Mills



NATURAL 
Beef Feeding Programs



Purina Mills

PURINA MILLS NATURAL BEEF FEEDING PROGRAMS

Originally, Natural Beef programs started as a small niche market. Driven by consumer demand and effective marketing efforts by Natural Beef suppliers, sales have continued to grow significantly. Let's take a look at some of the key considerations you will need to evaluate in deciding if Natural Beef production fits your operation.

WHAT IS "NATURAL"?

The terminology used to describe Natural Beef products and feeding programs can be confusing. USDA loosely defines "natural" as minimally processed with no artificial colors or preservatives added. So, all fresh beef cuts would fit into that broad definition. However, in the programs built by the marketers of Natural Beef products, and in the minds of many consumers, "natural" takes on additional meaning. Hormone and antibiotic free cattle fed no animal by-products are common criteria used to define Natural Beef. Don't confuse "natural" with "organic". Organic beef products, feeding programs and certification requirements are more restrictive and narrowly defined.



WHO MARKETS NATURAL BEEF?

There are several highly recognized Natural Beef marketing programs available to market your cattle. It is critical that cattle producers form a relationship with a specific marketer and understand the certification requirements of that specific program. Once the guidelines are established between the producer and the marketer, cattle can start to move through the program. Your Purina Mills Feed Representative is an excellent resource to help you evaluate different Natural Beef programs and design a feeding program that meets certification requirements.

WHAT ARE THE CERTIFICATION REQUIREMENTS FOR NATURAL BEEF?

That's the specific information that is critical to obtain and understand before entering into an agreement to supply Natural Beef cattle. Normally, well defined requirements are spelled out for:

- Implants
- Ionophores
- Feed additives
- Antibiotics, both feed grade and injectable
- Specific ingredients
- Dewormers
- Vaccination protocols for the cow herd and calves

Also, some Natural Beef groups more closely define genetics, recordkeeping and management practices that producers must follow.



DOESN'T PERFORMANCE DECREASE IF I DON'T USE THESE PRODUCTS?

Yes, since you forfeit the performance increase from products like implants and medicated feed additives usually production costs are higher for Natural Beef. Understanding those extra costs is critical to making sound decisions about producing cattle in a Natural Beef program.

SO, HOW DO I OFFSET THOSE HIGHER PRODUCTION COSTS?

Most Natural Beef marketers offer premiums for beef that meets their requirement. Cattle that no longer meet the basic requirements (such as those animals that become sick and need antibiotic treatment) will need to be marketed through different channels. Comparing the expected premiums to the added costs of Natural Beef production will help you make the correct economic decision. Your Purina Mills Feed Representative has a quick, easy to understand spreadsheet calculator and ration balancing software that will help you compare projected costs and premiums.

DOES PURINA MILLS HAVE SPECIAL FEEDS FOR NATURAL BEEF?

Purina Mills offers several product lines that may fit into most Natural Beef feeding systems. Comparing the certification restrictions with available products is another step that your Purina Mills Feed Representative would be glad to help guide you.