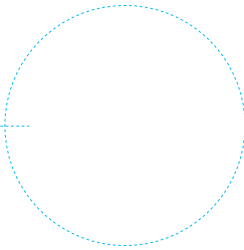


What if...
you saw it first with
Herd Lifetime Productivity



PURINA®



What if...



You could be more **efficient**
by minimizing the need for
replacement animals.



You could be more **productive**
by allowing cows to stay
in the herd longer.



You could be more **sustainable**
by focusing on productive and
efficient animals while prioritizing
health and overall farm resources.

You can. And we can help.

I'll be back on your farm

**Let's calculate your
Herd Lifetime Profitability.**