



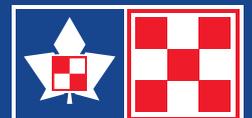
# HERD LIFETIME PRODUCTIVITY

*"The productive lifespan of dairy cows is short compared to their natural life expectancy of twenty years. The average is very low in most developed dairy industries."*

- Dr. Gavin Staley  
Diamond V/Cargill

You're determined to make the most of every day, and we can help. Our latest technology, **Herd Lifetime Productivity (HL+)** is the first-ever, all encompassing analytics tool for maximizing the lifelong profitability of dairy herds.

Thanks to **HL+**, we are getting cows to their first lactation sooner, keeping cows on the farm longer and helping make strategic decisions so that you can achieve even more. We're working to increase every operation's productivity, efficiency and sustainability, ultimately giving you even more reasons to start your mornings with confidence.



**PURINA**<sup>®</sup>

## With HL+ you will...



Be more **efficient**  
by maximizing the herd's health span, minimizing the need for replacement animals.



Be more **productive**  
by allowing cows to produce milk for longer, contributing to better profits.

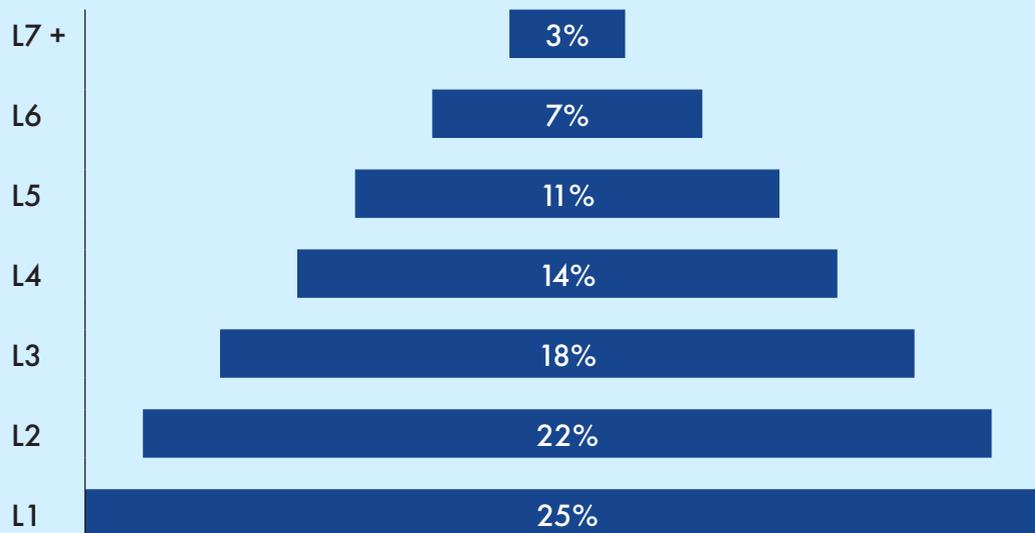


Be more **sustainable**  
by allocating resources to the most productive and efficient animals. Ultimately, producing more with less while reducing the herd's overall environmental impact.

## How do I get started with HL+?

Let's start the conversation by answering, "Are my cows reaching their lifetime potential?". From there the data is endless based on your farms "what if" scenarios.

Suggested Herd Distribution



## What's your herds lifetime productivity?

With Herd Lifetime Productivity (HL+), our team can help you seize every day. We'll provide a holistic view of your farm's productivity and identify opportunities for maximizing your herd's efficiency and long term sustainability. Ask a Purina Dairy Advisor to get started.