



The Power to Perform[®]



**Reserve Grand
Champion Steer**

2017 Houston Livestock Show and Rodeo
Shown by Brian Martin



Grand Champion Yorkshire Gilt
2017 Ohio State Fair
Shown by Lauren Davis



Supreme Champion Gilt
2017 Ohio State Fair Junior Show
Shown by Addie Foor



Grand Champion Market Goat
2017 Texas State Fair
Shown by Trey Harbour



Grand Champion Market Lamb
2017 Tulsa State Fair
Shown by Brantlee Cox



Champion Hereford Steer
2017 San Antonio Stock Show
Shown by Tyler Allen



FEED GREATNESS®

Where Our Targeted Supplements Work

Cattle

CHAMPION DRIVE™

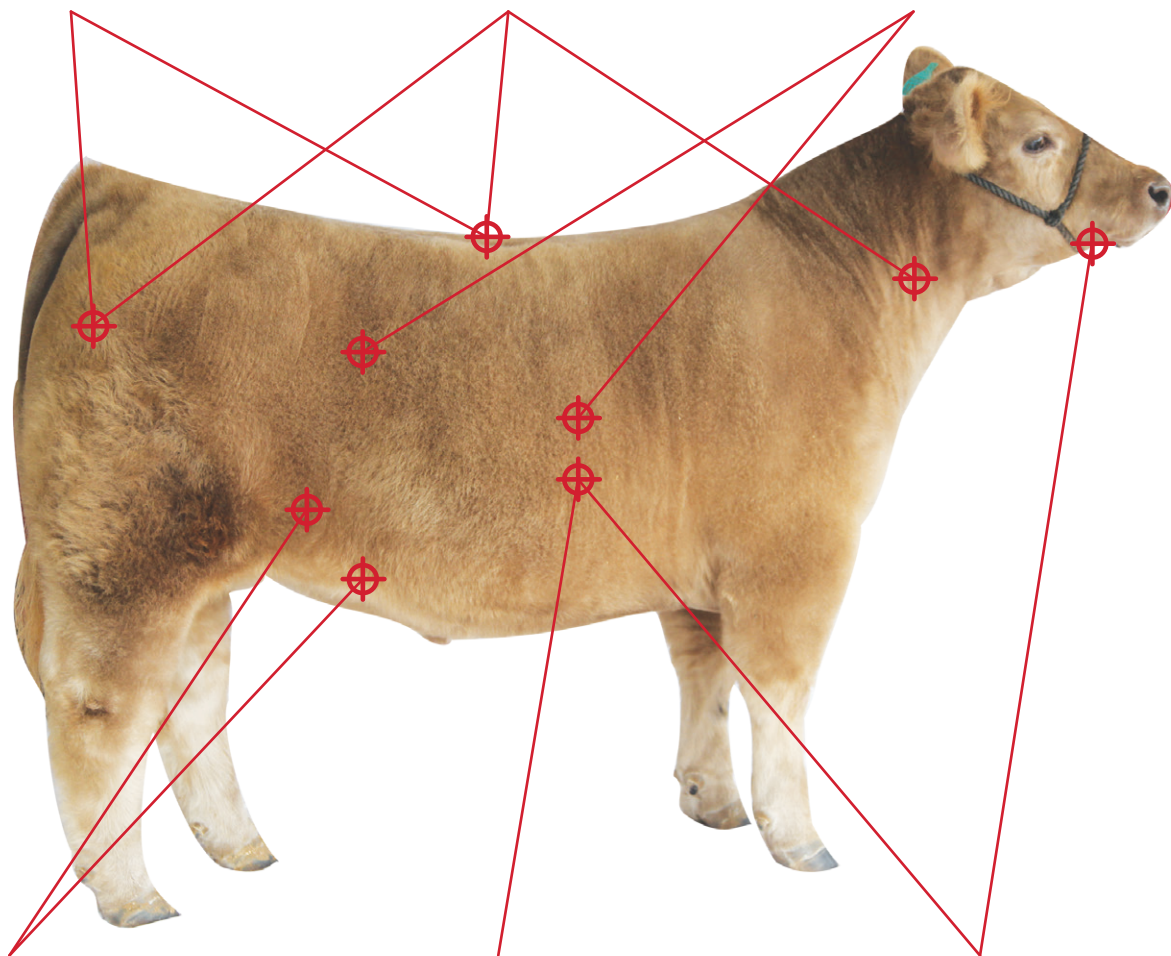
- Supports muscle development
- Fat cover neutral

FITTER 35®

- Helps promote muscling
- Helps trim body fat

DEPTH CHARGE®

- Creates “fill” and volume
- Helps promote a full physical appearance for show day



ULTRA FULL®

- Helps promote lower body fill
- Designed to expand progressively

POWER FUEL®

- Helps promote body condition and growth performance
- Helps add fat cover
- Helps support immune function

HEAVY WEIGHT®

- Helps add fat cover
- Helps promote growth by improving feed intake

Where Our Targeted Supplements Work

Swine

CHAMPION DRIVE™

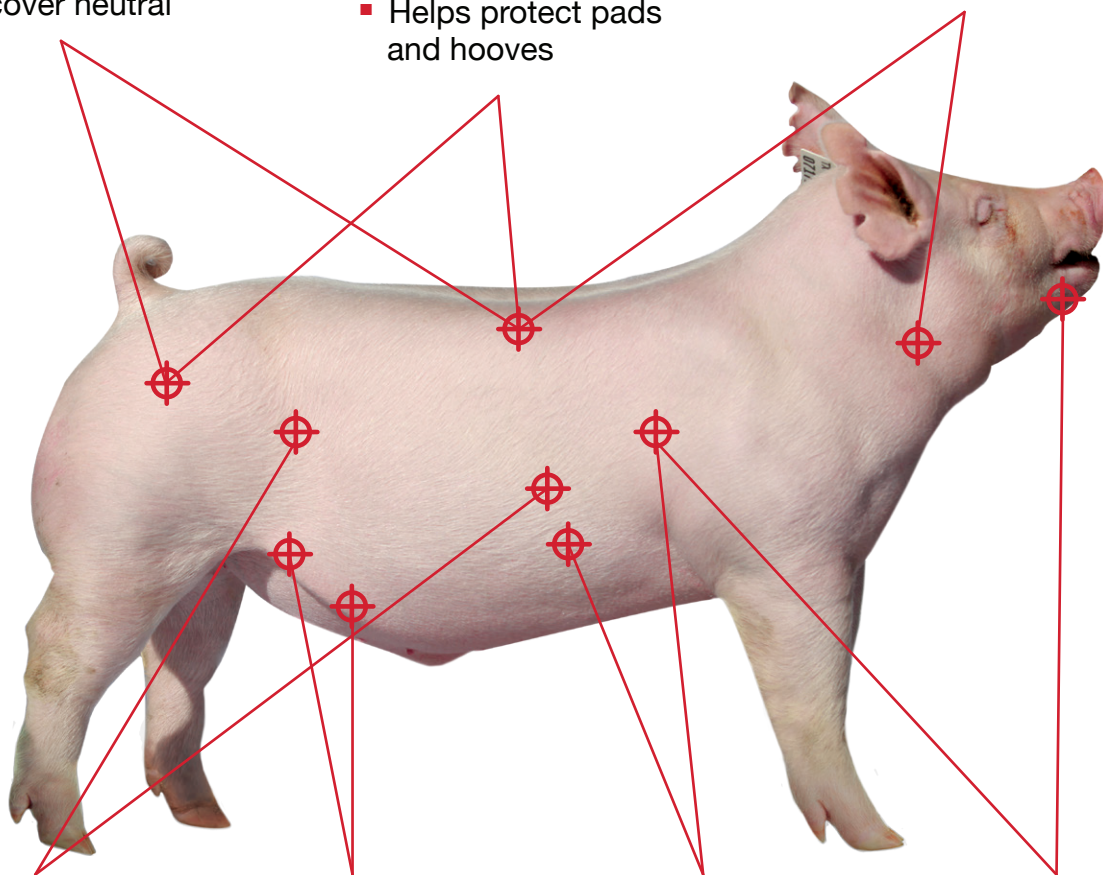
- Supports muscle development
- Fat cover neutral

PAYLEAN® PREMIX

- Helps build muscle and growth
- Helps protect pads and hooves

FITTER 35®

- Helps promote muscling
- Helps trim body fat



DEPTH CHARGE®

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ULTRA FULL®

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POWER FUEL®

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- Helps add fat cover
- Helps support immune function

HEAVY WEIGHT®

- Helps add fat cover
- Helps promote growth by improving feed intake

POWERFILL®

- Overall weight management tool

Where Our Targeted Supplements Work

Lambs & Goats

CHAMPION DRIVE™

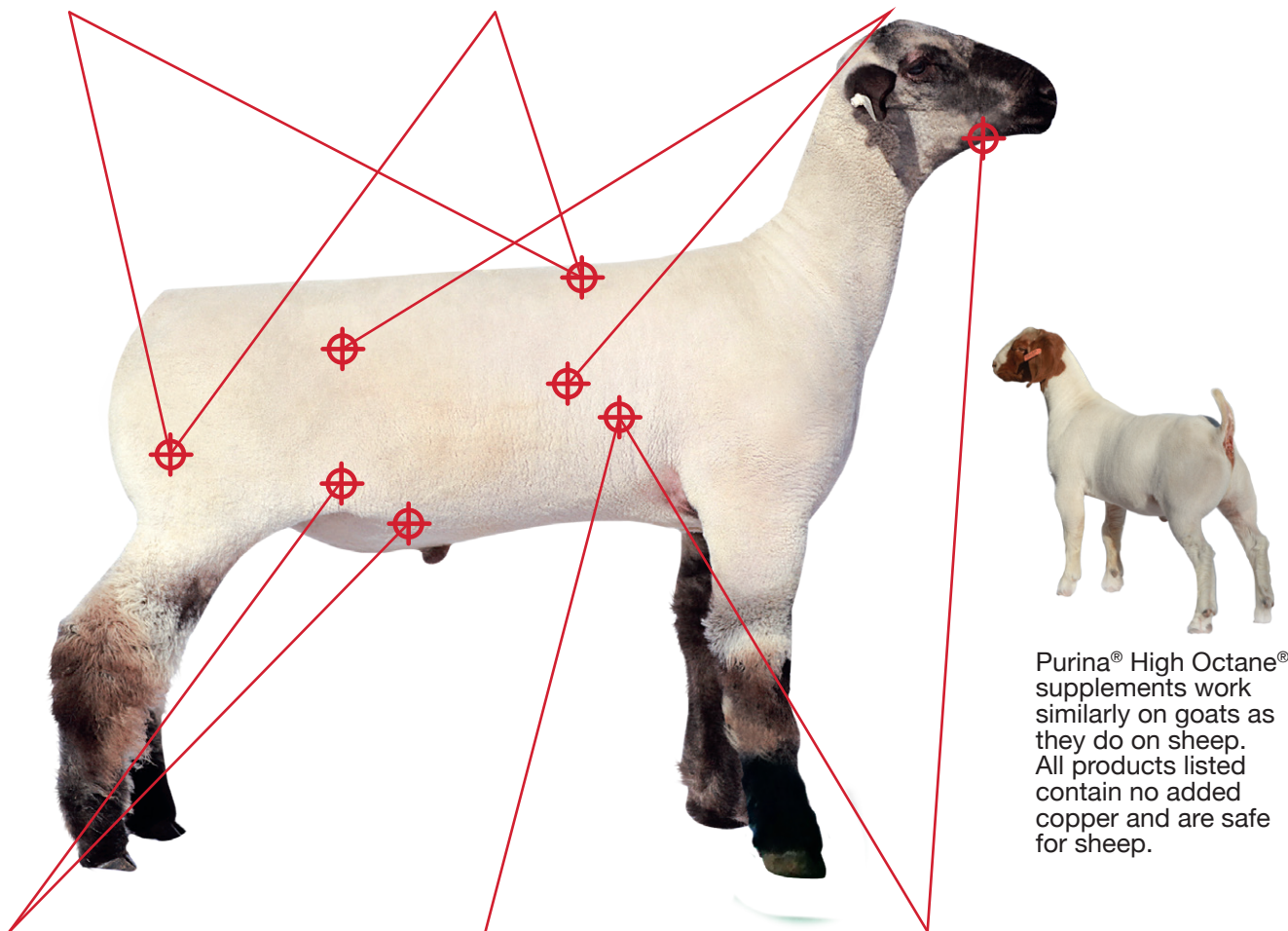
- Supports muscle development
- Fat cover neutral

FITTER 35®

- Helps promote muscling
- Helps trim body fat

DEPTH CHARGE®

- Creates “fill” and volume
- Helps promote a full physical appearance for show day



Purina® High Octane® supplements work similarly on goats as they do on sheep. All products listed contain no added copper and are safe for sheep.

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POWER FUEL®

- Helps promote body condition and growth performance
- Helps add fat cover
- Helps support immune function

HEAVY WEIGHT®

- Helps add fat cover
- Helps promote growth by improving feed intake



Purina® High Octane® supplements are formula rich in research and field-test proven to provide you and your show animal with The POWER TO PERFORM®



High Octane® Champion Drive™

The Muscle Building Champion

- **PALATABLE** high protein supplement
- **HIGH PROTEIN** for targeting top shape and muscle dimension
- **POWER PACKED INGREDIENTS** to unleash full genetic potential

For show cattle, pigs, lambs, goats and poultry



High Octane® Depth Charge®

The Explosive Fill Supplement

- Helps promote a full, physical appearance
- Highly palatable, 25% fiber, fill creation supplement pellet
- Helps keep animals fuller when limit feeding
- Can be fed to all species and classes of show animals

For show cattle, pigs, lambs and goats



High Octane® Fitter 35®

The Fat Burning Machine

- **HIGH PROTEIN** for optimal lean muscle expression
- **LOW FAT CONTENT** helps burn fat
- **FLEXIBLE APPLICATION** as a supplement or complete feed

For show cattle, pigs, lambs and goats



High Octane® Ultra Full®

The Flank and Lower Body Filler

- Includes progressive expansion design technology
- Helps support fill creation targeting lower body and flank fill
- Proprietary ingredient blend helps enhance palatability
- Synergistic with High Octane® Depth Charge®

For show cattle, pigs, lambs and goats



High Octane® Power Fuel®

The Power-Packed Energy Nugget

- **HIGHLY PALATABLE** high fat supplement for added cover
- **ESSENTIAL FATTY ACIDS** for overall health and show look
- **CONTAINS TASCO®** which is important during periods of stress

For show cattle, pigs, lambs, goats and poultry



High Octane® Showpig Paylean 900®

For use in show pig diets

- Helps support feed efficiency, lean gain with no effect on meat quality
- Highly palatable medicated pellet, 30% protein
- Includes zinc methionine and high levels of biotin to help protect pads and hooves



High Octane® Heavy Weight®

The Powder that Packs a Punch

- **EXTREMELY PALATABLE** for easy intake
- **HIGH FAT** helps soften muscle and add cover
- **HIGH FAT** helps support health hair and skin

For show cattle, pigs, lambs and goats



High Octane® Powerfill®

For use in show pig diets

- Helps maintain fat cover while slowing weight gain
- Highly palatable, high protein, high fat meal
- Helps maintain gut fill
- Can be fed as part of or as the sole daily diet for show pigs



Purina® Honor® Show Chow® Products

Great animals need great nutrition. It's never too early to start thinking purple banner. Get your best animals on Honor® Show Chow® feed today to help unleash their genetic potential.

Product	Medication	Purpose
SHOW CATTLE FEED		
FITTER'S EDGE®	DX	For growing steers and heifers; great heifer feed, can be fed with Power Fuel® Topdress
FINISHING TOUCH®	None	For finishing steers; high energy; "Contains patented Propel® nugget"
FULL RANGE®	None	For young calves being prepped for sale, as well as, steers and heifers being fed for exhibition
FULL CONTROL™	None	Moderate energy feed for heavily-muscled steers, growing/developing heifers, and managing weight gain
GRAND 4-T-FYER™	None	Concentrate for custom mixing Show cattle feeds, 20% of ration
SHOW PIG FEED		
PRELUDE® 209	DEN	For newly weaned pigs weighing 12 to 16 lbs; now with Ambitine®
PRELUDE® 309	DEN	Phase 2 pig starter for pigs weighing 16 to 25 lbs; now with Ambitine®
SHOWPIG 509	DEN	Designed for sale pigs weighing 25 lbs and up; now with Ambitine®
SHOWPIG 709	None	Developed for growing/developing show pigs weighing 50+ lbs; now with Ambitine®
FINALE® 809	None	Designed for growing/finishing pigs (adding cover & body) 100+ lbs; now with Ambitine®
FINALE® 909 (Magic Bullet™)	None	Developed to finish pigs 50+ lbs to show. Great for final 45 days. Now with Ambitine®
SHOWPIG BASE	None	Concentrate for custom mixing of Show pig feeds; now with Ambitine®
SHOW LAMB FEED		
SHOWLAMB CREEP DX	Deccox®	Creep feed for nursing lambs
FLEX LAMB TXT B30	Bovatec®	Starter/Grower/Finisher for show lambs, replacement ewe lambs, rams and the entire breeding herd
FLEX LAMB TXT DX	Deccox®	
EXP 15 PELLET DX	Deccox®	High energy formula to produce early bloom and growth
SHOWLAMB GROWER 15% DX	Deccox®	Higher energy, coasting, more cover faster growth
SHOWLAMB GROWER DX	Deccox®	Great growing feed for weaned lambs
GRAND LAMB MIXER DX	Deccox®	Concentrate for custom mixing Show lamb feeds
SHOW GOAT FEED		
IMPULSE® GOAT R20	Rumensin	Great for purchase to show, helps support more lean muscle expression
IMPULSE® GOAT DX	Deccox®	Deccox® version of our Impulse® product
SHOW POULTRY FEED		
POULTRY PRESTARTER	AMP	Perfect for broilers from hatch - 21 days; turkeys from hatch - 10 weeks
POULTRY STARTER	AMP	Ideal for broilers from 8-35 days; turkeys from 5-16 weeks
POULTRY GROW-FIN	AMP	Best for finishing broilers day 22 to finish; turkeys week 15 to finish

Learn more at PurinaMills.com/Show-Feed


PURINA
HIGH OCTANE
SHOW SUPPLEMENTS



FEED GREATNESS®