



FEED GREATNESS®

PURINA



Honor® Show Chow® Products

PRODUCT	PROTEIN %	FAT %	FIBER %	LYSINE %	FORM	MEDICATION	WITHDRAWAL	PURPOSE
SHOW CATTLE FEED								
FITTER'S EDGE®	14.0	2.5	15.0	—	Textured	DX	None	For growing steers and heifers; great heifer feed, can be fed with Power Fuel® Topdress
FINISHING TOUCH®	13.0	5.0	15.0	—	Textured	None	None	For finishing steers; high energy; "Contains patented Propel® nugget"
FULL RANGE®	12.0	3.0	17.0	—	Textured	None	None	For young calves being prepped for sale, as well as, steers and heifers being fed for exhibition
FULL CONTROL®	11.0	3.0	20.0	—	Textured	None	None	Moderate energy feed for heavily-muscled steers, growing/developing heifers, and managing weight gain
GRAND 4-T-FYER®	32.0	7.0	27.5	—	Textured	None	None	Concentrate for custom mixing Show cattle feeds, 20% of ration
SHOW PIG FEED								
FIRST WEAN™ 219 CDX	23.0	7.0	3.5	1.8	Pellet	CDX	42 days	For newly weaned pigs weighing 12 to 15 lbs
FIRST WEAN™ 319 DEN35	20.0	8.0	3.5	1.5	Pellet	DEN	2 days	Phase 2 pig starter for pigs weighing 15 to 25 lbs
FIRST WEAN™ 519 DEN35	20.0	6.5	4.0	1.3	Pellet	DEN	2 days	Developed for sale pigs weighing 25+ lbs
BASLINE 619	17.5	4.5	4.5	0.95	Meal	None	None	Developed for growing/developing show pigs weighing 40+ lbs
MUSCLE & FILL 719 BMD30	18.0	6.0	5.5	1.2	Meal	BMD30	None	Developed for growing/developing show pigs weighing 40+ lbs
MUSCLE & COVER 819	16.0	6.0	5.5	0.85	Meal	None	None	Developed for growing/finishing pigs (adding cover & body) 75+ lbs
MAGIC BULLET® 919 BMD30	17.0	5.0	5.0	1.05	Meal	BMD30	None	Developed to finish pigs 40 lbs to show. Great for final 45 days.
SHOWPIG BASE	30.0	9.0	2.5	2.8	Meal	None	None	Concentrate for custom mixing of Show pig feeds for pigs weighing 15+ lbs
SHOW LAMB FEED								
SHOWLAMB CREEP DX	20.0	5.0	10.5	—	Pellet	Deccox®	None	Creep feed for nursing lambs
FLEX LAMB TXT B30	16.0	2.5	15.0	—	Textured	Bovatec®	None	Starter/Grower/Finisher for show lambs, replacement ewe lambs, rams and the entire breeding herd
FLEX LAMB TXT DX30	16.0	2.5	15.0	—	Textured	Deccox®	None	
EXP 15% PELLET DX	15.0	5.5	12.0	—	Pellet	Deccox®	None	Creep feed for early bloom
SHOWLAMB GROWER 15% DX	15.0	4.0	8.5	—	Textured	Deccox®	None	Higher energy, for more cover and faster growth
SHOWLAMB GROWER DX	18.0	3.5	9.0	—	Textured	Deccox®	None	Great feed for all ages and types of sheep
GRAND LAMB MIXER DX	33.0	2.0	10.0	—	Textured	Deccox®	None	Concentrate for custom mixing Show lamb feeds
SHOW GOAT FEED								
COMMOTION™ GOAT DX30	16.5	4.0	12.0	—	Textured	Deccox®	None	New semi-textured feed designed for all lifestages; specially adept as a creep feed and sale feed prep
IMPULSE® GOAT	16.0	3.0	20.0	—	Pellet	Rumensin or Deccox®	None	Great for creep to show, helps support lean muscle expression
SHOW POULTRY FEED								
POULTRY PRESTARTER	30.0	5.0	3.5	1.8	Crumbles	AMP	None	Perfect for broilers hatch - 14 days; turkeys hatch - 8 weeks
POULTRY STARTER	26.0	6.0	3.5	1.5	Crumbles	AMP	None	Ideal for broilers 8-35 days; turkeys 5-16 weeks
POULTRY GROW-FIN	22.0	6.0	3.5	1.15	Pellet	AMP	None	Best for growing broilers day 22 to finish; turkeys week 15 to finish
HIGH OCTANE® SHOW SUPPLEMENTS								
CHAMPION DRIVE™	32.0	5.0	6.0	2.0	Pellet	None	None	Adds definition and shape to top; all species
FITTER 35®	35.0	2.5	7.0	2.5	Pellet	None	None	Supports muscling and helps to trim body fat; all species
POWER FUEL®	12.0	31.0	6.0	0.5	Nugget	None	None	Promotes body condition and supports growth performance; all species
HEAVY WEIGHT®	8.0	70.0	0.1	0.6	Powder	None	None	Softens muscle and promotes healthy hair and skin; all species
DEPTH CHARGE®	9.0	1.5	25.0	0.4	Pellet	None	None	Creates fill and volume improving rib shape; all species
ULTRA FULL™	12.0	4.0	27.5	0.65	Pellet	None	None	Helps support lower body and flank fill through progressive expansion design
SHOWPIG PAYLEAN® 900	20.0	5.0	5.0	1.5	Pellet	Paylean	None	Builds muscle and trims fat; protects pads and hooves (swine only)
POWERFILL®	26.0	12.0	6.0	1.85	Meal	None	None	Weight management tool to help slow growth and keep them looking great (swine only)
FITTER 52™	52.0	2.0	5.0	4.00	Pellet	None	None	Formulated to affect leanness and promote muscle synthesis and definition
ALLEVIATE®	16.0	4.0	10.0	0.75	Pellet	None	None	Formulated to support gastric and ruminal health for optimal performance



FEED GREATNESS®

PURINA



Honor® Show Chow® Products

Regional Availability: Please check with your local Purina® Retailer for the specific diets available in your area.

SHOW CATTLE FEED

Honor® Show Chow® Fitter's Edge®

A coarse-textured sweet feed. Fed with free-choice hay, this is a complete, balanced diet formulated for optimum growth and development of show cattle. It can be followed by feeding Honor® Show Chow® Finishing Touch® feed. It's never too early to start thinking Winner's Circle.

Honor® Show Chow® Finishing Touch®

A coarse-textured sweet feed. Fed with free-choice hay, this is a complete, balanced diet formulated for optimum growth and development of show cattle during finishing. It can be preceded by feeding Honor® Show Chow® Fitter's Edge® feed. Purple ribbons are spun from "Gold." Learn the secret weapon of many serious show competitors and try Honor® Show Chow® Finishing Touch® feed today.

Honor® Show Chow® Full Range™

A coarse-textured sweet feed and fed with free-choice hay, Full Range™ feed helps promote feed intake, bloom and fill cattle fed for show. Full Range™ feed can be fed throughout the entire feeding program to young calves being prepped for sale, as well as, steers and heifers being fed for exhibition.

Honor® Show Chow® Full Control™

New and improved Honor® Show Chow® Full Control™ feed is a textured feed that has been reformulated to address the changing dynamics in the show ring. Redesignated as a high fiber, moderate energy feed ideal for heavily-muscled steers, growing/developing show heifers and for managing weight gain in steers that have reached optimal finish.

Honor® Show Chow® Grand 4-T-Fyer™ —High Performance Beef Supplement

A blended supplement that can be mixed with corn, oats, barley and beet pulp to provide a high energy ration for show cattle. This flexible feed allows you to adjust the grain level to fit your goals and needs for breeding cattle, steers and feeder calves. Feed at a 20% inclusion rate plus grain and forage.

SHOW PIG FEED

Honor® Show Chow® FIRST WEAN™ 219 CDX

Offer FIRST WEAN™ 219 CDX pig feed as a creep feed when pigs are 10 days of age to optimize early post-weaning feed intake. This feed is designed to be fed to pigs weighing 12 to 15 lbs. but can be fed to heavier pigs.

Honor® Show Chow® FIRST WEAN™ 319 DEN35

Honor® Show Chow® FIRST WEAN™ 319 DEN35 pig feed is designed to be fed to pigs weighing 15 to 25 lbs, but can be fed to heavier pigs. Offer FIRST WEAN™ 319 DEN35 pig feed as a phase 2 pig starter when pigs are about 28 days of age or weigh 15 lbs.

Honor® Show Chow® FIRST WEAN™ 519 DEN35

Honor® Show Chow® FIRST WEAN™ 519 DEN35 feed is designed for sale pigs weighing 25 lbs. and up. Honor® Show Chow® FIRST WEAN™ 519 DEN35 can also be fed to newly-purchased young show pigs during the critical receiving phase when they are susceptible to health issues.

Honor® Show Chow® BASELINE 619

Honor® Show Chow® BASELINE 619 feed is a moderate protein, moderate energy feed formulated for today's show pigs to help promote proper muscle, cover, and body.

Honor® Show Chow® MUSCLE & FILL 719 BMD30

Honor® Show Chow® MUSCLE & FILL 719 BMD30 feed is designed for growing/ finishing show pigs weighing 40 lbs. and up. Honor® Show Chow® MUSCLE & FILL 719 BMD30 feed is a moderate protein, high energy feed formulated for ultra-modern show pigs needing muscle, cover and body. Includes High Octane® Alleviate® technology.

Honor® Show Chow® Muscle & Cover 819

Honor® Show Chow® Muscle & Cover 819 feed is designed for growing/finishing show pigs needing muscle, cover and body from 75 lbs. all the way to show. Honor® Show Chow® Muscle & Cover 819 feed is a moderate protein, high energy feed developed for growing/developing/finishing show pigs. Includes High Octane® Alleviate® technology.

Honor® Show Chow® Magic Bullet® 919 BMD30

Honor® Show Chow® MAGIC BULLET® 919 BMD30 is a high-energy feed developed for growing / developing / finishing show pigs from 40 lbs. to show to help promote a fuller, bigger, more robust appearance. Honor® Show Chow® MAGIC BULLET® 919 BMD30 is best fed when preceded by a high fat diet, but works well no matter what precedes it. Honor® Show Chow® MAGIC BULLET® 919 BMD30 also works well with our full line of High Octane® supplements when more help is needed in specific areas of the pig. Includes High Octane® Alleviate® technology.

Honor® Show Chow® Showpig Base

Honor® Show Chow® Showpig Base concentrate is a variable inclusion product that can be mixed with corn, soybean meal for pigs weighing 15 lbs and up. Formulated with exclusive Ambitine® feed technology to support proper gut health and feed intake.

SHOW LAMB FEED

Honor® Show Chow® Showlamb Creep DX30

A complete pelleted feed designed for show lambs up to 75 lbs. It is pelleted and medicated with Deccox® to prevent coccidiosis.

Honor® Show Chow® FLEX LAMB TXT B30 or DX30

Designed as a highly-palatable, textured feed, Honor® Show Chow® Flex Lamb TXT provides greater fill producing fuller-appearing lambs. Flex Lamb TXT feed can be fed to show lambs, replacement ewe lambs, rams and the entire breeding herd.

Honor® Show Chow® EXP 15% Pellet DX

Designed to help promote early intake and help with bloom in young lambs, Honor® Show Chow® EXP 15% pellet is a high-energy formula that will get the job done. Formulated with proprietary flavors to help improve palatability, EXP 15% Pellet DX can be fed to a wide variety of sheep including ewes and rams.

Honor® Show Chow® Showlamb Grower 15% DX

A high energy feed intended for lambs that need extra energy to develop and maintain body condition.

Honor® Show Chow® Showlamb Grower DX

A complete feed that provides a highly fortified source of vitamins and trace minerals, along with balanced energy and protein to allow sheep to achieve top show ring performance.

Honor® Show Chow® Showlamb Grand Lamb Mixer DX

A blended supplement containing a pellet and steam rolled barley that can be mixed with corn, oats and molasses for "custom" high quality show lamb diets.

SHOW GOAT FEED

Honor® Show Chow® Commotion™ Goat DX30

New Commotion™ Goat DX30 is a semi-textured feed that provides the proper balance of high-quality proteins, vitamins and minerals designed to help provide the needed fuel for growth and development of modern show goats.

Honor® Show Chow® Impulse® Goat (R20 or DX)

Impulse® Goat is a complete pelleted feed medicated with either Rumensin® or Deccox® (depending on your market) and designed for show goats to help support rapid growth and support expressive muscle development.

SHOW POULTRY FEED

Honor® Show Chow® Poultry Prestarter

Honor® Show Chow® Poultry Prestarter is a nutritionally complete, balanced ration perfect for newly hatched broilers to 21 days and newly hatched turkeys to 10 weeks. This 30% protein diet is designed to develop chicks and poults to their full genetic potential.

Honor® Show Chow® Poultry Starter

Honor® Show Chow® Poultry Starter is a nutritionally complete, balanced ration ideal for broilers from 8 through 35 days of age and turkeys from 5 through 16 weeks of age. This 26% protein diet is designed to continue the development of chickens and turkeys to their full genetic potential for shows.

Honor® Show Chow® Poultry Grow-Fin

Honor® Show Chow® Poultry Grow-Fin is a nutritionally complete, balanced ration best for growing broilers from day 22 to finish and turkeys from week 15 to finish. This 22% protein diet is designed to continue the development of chickens and turkeys to their full genetic potential for shows.

SUPPLEMENTS

High Octane® Power Fuel®

An advanced high-energy supplement for all classes of animals being fed and fitted for show. High Octane® Power Fuel® is designed to be fed as a topdress to supply additional energy.

High Octane® Champion Drive™

Designed to be fed from start to finish of the show animal project as a supplemental protein source.

High Octane® Fitter 35®

A supplement for all classes of animals that supports muscling and helps to trim body fat.

High Octane® Depth Charge®

An advanced nutritional supplement for all classes of animals being fed for show. It is designed to promote a full physical appearance.

High Octane® Showpig Paylean® 900

This is a medicated premix for use in showpig diets. It helps provide cutting-edge nutrition for the ultimate show look. It's highly palatable, supports muscle development and trims fat and helps protect pads and hooves.

High Octane® Heavy Weight®

An advanced, very high energy supplement for all classes of animals. It is extremely palatable and helps soften muscle and promotes healthy hair and skin.

High Octane® Powerfill®

High Octane® Powerfill® can be fed as part or as the sole daily diet for show pigs. High Octane® Powerfill® is formulated to help promote body condition while managing weight gain and maintaining muscle. High Octane® Powerfill® can also be used to supplement energy and protein by feeding 1 to 2 lbs./day along with the Honor® Show Chow® Showpig feeds.

High Octane® Ultra Full™

High Octane® Ultra Full™ supplement is formulated to help support fill and lower body and flank areas through controlled, progressive expansion. Applicable to all show livestock species: cattle, pigs, lambs and goats.

High Octane® Fitter 52™

Designed as a very high protein supplement affecting leanness and promoting muscle synthesis and definition.

High Octane® Alleviate®

Formulated to support optimal pH in the digestive systems of show animals, Alleviate® supplement will support gastric and ruminal health for optimal performance. Designed to support proper pH in stressful situations, it will enhance your feeding program and results for pennies per day.