



Powerful Performance. Winning Results.



Fitter's Edge®

Honor® Show Chow® Fitter's Edge® feed is a coarse-textured sweet feed. 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. Fitter's Edge® feed is supported by Purina's knowledge, experience and research.

It's never too early to start thinking Winner's Circle. Get your best animals on Honor® Show Chow® Fitter's Edge® feed today so they can reach their full potential.

FEATURES	BENEFITS
A uniquely-formulated versatile ration	• Offers flexibility from start to finish in your feeding program • Can be fed as a complete ration to grow and develop show cattle • Can be blended with grain to achieve the desired rate of gain while maintaining a well-balanced ration.
	• Balanced combination of zinc, manganese, copper and cobalt. • Provides critical highly-available minerals that helps immune response which is critical for health traveling show cattle. • Helps support growth and muscle development – allows cattle to reach their full potential.
	• Research has shown that TASCO® helps lower body temperature during heat stress, helping keep animals on feed.
	• A true, fully fermented yeast culture developed specifically for optimum animal nutrition. Research proven, Diamond V® has a unique ability to support ration digestibility, palatability and intake by delivering a rich, all-natural nutrient source to the animal's digestive bacteria.
Includes Cottonseed Hulls	• A very palatable roughage source that helps support consistent intakes.
Research Proven	• Feed it with total confidence, backed by Purina's legendary tradition of fundamental and applied research, thousands of winning entries at local and national shows.
PuriFerm™	• A uniquely formulated fungal enzyme ingredient containing both <i>Aspergillus oryzae</i> and <i>Aspergillus niger</i>. Fungal enzymes help in the digestibility of fibrous feedstuffs, thereby helping support growth performance.
Antibiotic Options Available: Deccox® (decoquinate)	• For the prevention of Coccidiosis – helps support normal immune system function.

*Regional variations may apply

Regional Availability



Visit our website to download this product form.

www.HonorShowChow.com

Check your current price list for availability in your region, or contact your local Purina Retailer or Representative for more information.

For more information on this product, visit our website at www.HonorShowChow.com or call Purina Customer Service at 1-800-227-8941

GUARANTEED ANALYSIS

Crude protein, %	(min)	14.00
Crude fat, %	(min)	2.50
Crude fiber, %	(min)	15.00
Calcium (Ca), %	(min)	0.55
Calcium (Ca), %	(max)	1.05
Phosphorous (P), %	(min)	0.40
Salt (NaCl), %	(min)	0.15
Salt (NaCl), %	(max)	0.65
Potassium (K), %	(min)	0.65
Selenium (Se), %	(min)	0.44
Vitamin A, IU/lb	(min)	3,200



FEEDING DIRECTIONS

This feed is designed for show cattle under 900 pounds, but may be fed to cattle of any age or weight with proper management. Developing show cattle should eat approximately 2.5-3% of body weight and should be fed hay free-choice. Frame, genetics and management will determine finishing period.

For the medicated option, feed at the rate of 2 lbs per 100 lbs of body weight to provide 22.7 mg Decoquinat per 100 lbs of body weight per day. Feed at least 28 days during of exposure to coccidiosis or when it is likely to be a hazard.

Important: This product is to be fed only to the animal species as directed on the label.

Follow these management practices:

1. When making a ration change, allow 7-10 days for animals to adjust to the new ration.
2. Provide a source of fresh, clean water at all times.
3. Do not allow fine material to accumulate in feeders.
4. Provide adequate, well-protected and well-managed bunk space for each animal to prevent feed from becoming wet and moldy.
5. When fed from a self-feeder, adjust feeder to minimize quantity of feed accumulating in trough.
6. Cattle should be vaccinated against enterotoxemia.
7. Consult your veterinarian for the recommended health program for your local area. This includes internal and external parasite control.
8. Provide plain salt and Purina Wind & Rain® All Season mineral free choice.

In groups of cattle, there are certain animals that experience chronic bloat or other digestive disturbances, and consequently are poor performers. In addition, excess feed consumption, severe weather changes resulting in erratic feed consumption and poorly-managed feeding practices can increase the incidence of bloat in all cattle. If bloating does occur, the above management practices should be reviewed.

Caution:

Store in a dry area away from insects. Do not feed moldy or insect-infested feed.

THE WINNING PHILOSOPHY

Efficient production requires a thorough understanding and application of the fundamental principles of good husbandry and sanitation. The Purina® Winning Philosophy program will help you step into the spotlight.

- 1. GOOD BREEDING:** Practice a sound genetic program of selection and culling. Visit a professional breeder for more information. Know the feeling when you have that perfect animal that has the best potential to win.
- 2. GOOD FEEDING:** Proper nutrition for different needs and lifestyles starts with Honor® Show Chow® products. Feed at regular times at least two times daily, with three daily feedings preferred. You can't become a Grand Champion without the best nutrition.
- 3. SOUND MANAGEMENT:** A clean environment minimizes stress and aims to improve average daily gains. Clean stalls, remove debris and provide fresh water daily. The daily attention to detail is the difference between a Grand Champion and lower placement.
- 4. PREVENTIVE HEALTH:** Establish an effective health program with your local veterinarian. A sick animal never makes it to the top.

These are the building blocks of the Honor® Show Chow® program and the keys to successful production. Practical application of these basic principles will not only support your animal's growth and development, but also increase its potential of winning on the show circuit.

POWER IN PERFORMANCE
We know the best way to help you realize your dreams starts by employing a Winning Philosophy:

WINNING PHILOSOPHY

BETTER BREEDING

- Genetic Potential
- Selection
- Conformation
- Soundness

BETTER MANAGEMENT

- Cleanliness
- Showmanship
- Consistent Feed Times
- Daily Prep

BETTER FEEDING

- Consistent Intake
- Optimum Growth
- Body Condition
- Bloom & Finish

BETTER HEALTH

- Vaccination
- Proper Sanitation
- Health Program
- Veterinary Care