

# Purina® Wind and Rain®

## Cattle Mineral

## MINERALS ARE TOO IMPORTANT TO SKIMP ON.

Purina® Wind and Rain® minerals are designed to correct the mineral deficiencies of the available forage in a palatable formula and is available in both loose and tub form. Purina® Wind and Rain® loose cattle minerals' large particle size and special formulation keeps the mineral from absorbing water and blowing out of the feeder. The STORM® technology provides the ultimate in weather resistance to reduce waste and makes Wind and Rain® Formulas more economical to feed than conventional loose minerals.

### Purina® Wind and Rain® Formulations Provide:

#### BALANCED MINERAL AND VITAMIN NUTRITION

Purina® Wind and Rain® cattle minerals contain the essential macro and trace minerals at proper levels and ratios to address mineral deficiencies inherent in forages and meet cattle's mineral nutritional requirements throughout the year. Wind and Rain® minerals also provide vitamin supplementation as forages are deficient in vitamins. Supplemental vitamins A, D and E are important to support optimal health, fertility and growth.

#### CONSISTENT CONSUMPTION

Consistent mineral intake is critical to supply your cattle with the daily nutrition of essential macro and trace minerals. The Purina® research team has evaluated and tested an extensive list of mineral ingredients to assure they are consumed consistently from animal to animal and day to day. Free-choice mineral formulations that are refused by some cattle can decrease cattle performance and those that are consumed at excessive levels, could lead to an increased out of pocket cost for the producer. Neither situation is desirable. Purina® Wind and Rain® minerals are research proven to significantly reduce this variation. The result is a mineral supplement that is more readily consumed by all cattle at targeted levels, helping assure more of your herd will get what they need when they need it.

#### THE ULTIMATE IN WEATHER RESISTANCE

Purina is the industry leader in weather-resistant mineral formulations. The patented Storm® formula minerals have been research tested and field proven to “resist water, not digestion.” This unique process allows the mineral to remain palatable even after it has been wet. Rain, ice, and snow cause conventional minerals to “cake.” Once caking occurs, cattle simply won't eat the mineral. Additionally, the large ingredient particle size keeps the mineral from blowing out of the feeder. Weather-resistance protects your mineral investment. Less mineral is wasted or spoiled, so it can go to work in your herd to help you achieve your performance and profitability goals.



FEED GREATNESS®

### Mineral & Vitamin Nutrition Supports:

#### Macro Minerals

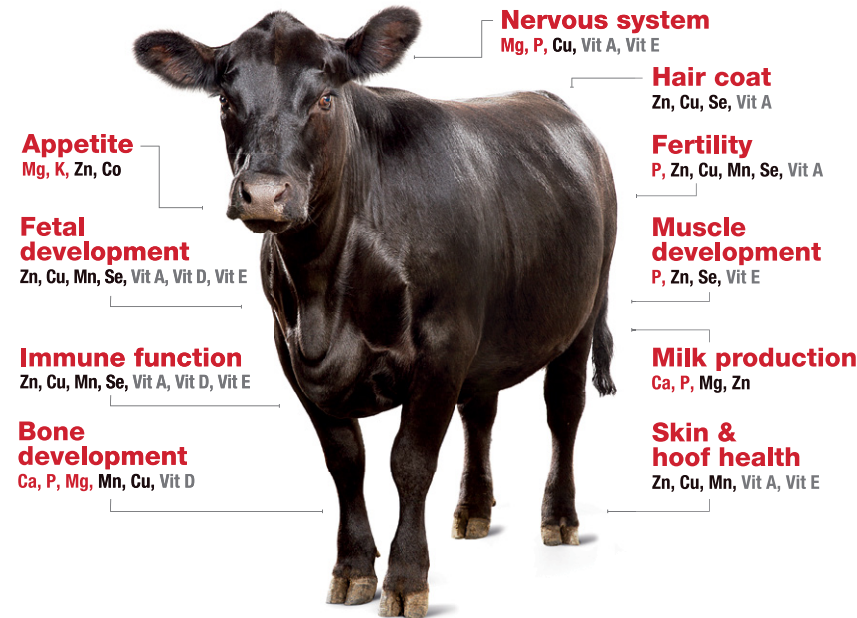
Phosphorus (P), Potassium (K), Calcium (Ca), Sodium (Na), Chloride (Cl) and Magnesium (Mg)

#### Trace Minerals

Copper (Cu), Zinc (Zn), Iodine (I), Selenium (Se), Manganese (Mn) and Cobalt (Co)

#### Vitamins

Vitamin A, Vitamin D and Vitamin E



### Purina's family of Wind and Rain® cattle minerals

#### All Season

Available in various formulations to meet cattle needs based on forage quality.

#### High Magnesium

Designed to provide readily available formulations that cattle will eat while grazing lush pastures. Purina's unique manufacturing processes help ensure more consistent intake and adequate levels of available magnesium.

#### Fly Control

Fly Control with Altosid® IGR prevents the breeding of horn flies in the manure of treated cattle.

#### ProCycle®

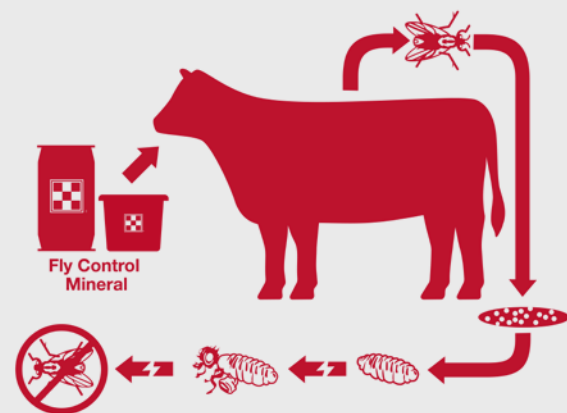
Designed for high trace mineral bioavailability, Purina® Wind and Rain® ProCycle® mineral is an elite, cutting-edge mineral with proven consistent consumption designed to get cows bred, keep them bred and deliver to your bottom-line. ProCycle® offers ultimate trace mineral absorption through a cutting-edge combination of organic and inorganic sources, which supports optimal reproductive expectations. Additionally, it contains a proprietary enzyme designed to support forage digestibility.

#### Summer Season

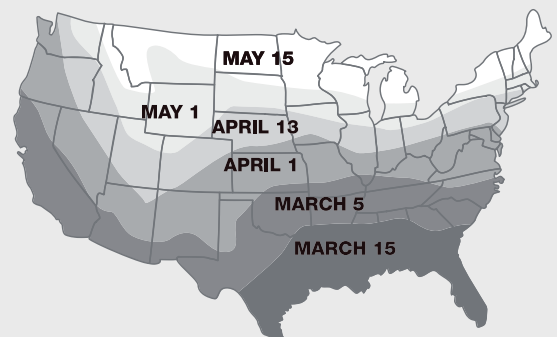
Purina® Wind and Rain® Summer Season Mineral helps maintain cow mineral consumption as the summer heat rises. The mineral's proprietary blend of nutritional additives promote digestion, gut health and energy utilization to combat environmental stress in the summer so cows can maintain consumption and productivity.

### Purina® Wind and Rain® Mineral with Altosid® IGR Prevents Adult Horn Fly Emergence from Manure of Treated Cattle

A nutritional supplement containing s-methoprene (Altosid® IGR) for continuous feeding to beef cattle throughout the horn fly season.



### APPROXIMATE BEGINNING OF HORN FLY SEASON



Start feeding Purina® Wind and Rain® Fly Control Mineral 30 days before the flies begin to appear and continue feeding 30 days past first frost.

Ask your local dealer for Wind and Rain® mineral or visit [purinamills.com/cattle-feed](http://purinamills.com/cattle-feed)

FEED GREATNESS®

