

PRESS RELEASE

For Immediate Release

Contact

Dave Martise

Purina

636-742-6271 phone

damartise@landolakes.com

ST. LOUIS, June, 2011 – Honor[®] Show Chow[®] show feeds proudly welcomed 258 Vo-Ag Teachers, 4H Leaders, educational instructors, influential breeders and prospective customers June 13-15, 2011 to its' ninth annual Show Feed VIP. Visitors traveled from 23 states to discuss the nutritional demands of today's show animals, view live demonstrations and meet Honor[®] Show Chow[®] Ambassadors. LongView Animal Nutrition Center, Land O'Lakes Purina Feeds' renowned nutritional research facility in Gray Summit, Mo., hosted the event.

“We wanted to bring in the leaders of today's youth to share our commitment to research and how we can positively impact show animal projects,” said Dave Martise, Marketing Manager for the Honor[®] Show Chow[®] brand. “This was our best event to-date, thanks to the attendees, our Ambassadors and Technical Nutritionists!”

The two-day workshop consisted of show cattle, show pig and show lamb presentations from nutritionists Dr. Kevin Burgoon and Dr. Steven Myers, exclusive demonstrations on new product development and product quality from research teams, as well as clipping, fitting and showmanship workshops from Honor[®] Show Chow[®] Ambassadors. Topics included: Cattle Clipping and Fitting by Kirk Stierwalt; Management and Showmanship by Bob May and Dave Allan; Lamb Selection, Management and Showmanship by Mark Johnson and Taw Wayne Dunham; Show Goat Demonstration by Mike Harbour and Jim Missildine; Pig Selection and Showmanship by Kent Bennington and Bryan Vaughan.

The event included presentations at of LongView's Beef Cattle VIP Barn, Swine Unit and the Large Animal Metabolism Unit (rumen research). Guests were also treated to door prizes from event sponsors including Weaver Leather, Tasco, Sullivan Supply and Andis Clippers. All attendees were provided with two instructional DVD's on show pigs and show lambs and information on the Purina 60 Day Challenge.

Honor[®] Show Chow[®] will host another VIP event in June of 2012.

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For further information or questions regarding this release, contact Land O'Lakes Purina Feeds – Dave Martise, Marketing Manager at 636-742-6271.