

# WELCOME

• 2/19/2019

**HERRING & WALZ, GLASGOW, MO.**  
NO. OF HOGS ----- 34  
AVERAGE DAILY GAIN ----- 1.8 LBS.  
COST PER CWT. GAIN ----- \$5.25  
PRICE PER BUSHEL OF CORN  
MARKETED THROUGH HOGS ... \$2.20

**BURGER & COLEMAN, PILOT GROVE, MO.**  
NO. OF HOGS ----- 101  
79 BU. CORN AT \$1.15 ----- \$91.00  
2500 LBS. PIG CHOW AT  
\$2.90 CWT ----- 72.50  
CLOVER PASTURE ----- 8.00  
SALT ----- 1.00  
TOTAL FEED COST ----- \$172.50  
COST PER CWT. OF GAIN ... \$ 5.30

**ORA BARNETT, BOWEN RANCH, QUEEN CITY, MO.**  
NO. OF HOGS ----- 58  
DAYS ON FEED ----- 143  
FEED COST ----- \$ 376.90  
COST PER CWT. GAIN ----- \$ 6.32

**EMMETT BECKABY, PARIS, MO.**  
NO. OF HOGS ----- 60  
DAYS ON FEED ----- 54  
AVERAGE DAILY GAIN ----- 2 LBS.  
COST PER CWT. GAIN ----- \$5.70  
PRICE PER BUSHEL CORN  
MARKETED THROUGH HOGS \$2.37

**LAURENCE JACKSON, GLASGOW, MO.**  
NO. OF HOGS ----- 24  
TOTAL GAIN (24 HOGS) ----- 1896 LBS.  
COST PER CWT. GAIN ----- \$4.41  
WITH HOGS AT 12½¢ PER LB. CORN  
SOLD THROUGH HOGS AT \$1.90 PER BUSHEL

**ORDER**  
Chick  
and Purina B  
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**THESE** are the actual *feed lot figures* from the hog raisers of Missouri. There are literally *thousands* more records like them—all made on Purina Pig Chow. They tell just one story—but they tell it well. The Purina Pound is the Cheapest!

PURINA MILLS, 391 Gratiot Street, St. Louis, Mo.  
St. Louis, Mo. Purina Mills Limited for Export

Write us for a hog book—free. Order Purina Pig Chow from the store with the checkerboard sign.

**THERE IS ALWAYS SOMEONE**



**WILLING TO DO IT CHEAPER**

# Purina Focused Agenda Topics

## Today

- 6 month calendar for the Purina Brand
- What's happening in **livestock** (and some lifestyle)
- Collateral adaptation and how we are making it easy for you

## Wednesday --- Breakout Session

- Customer Community Update ( Don Martin) 30
- How to use Ratings and Reviews in Social Media
- Q&A and discussion





FEED GREATNESS™

# Scott Schraufnagel

## IMC Marketing Director





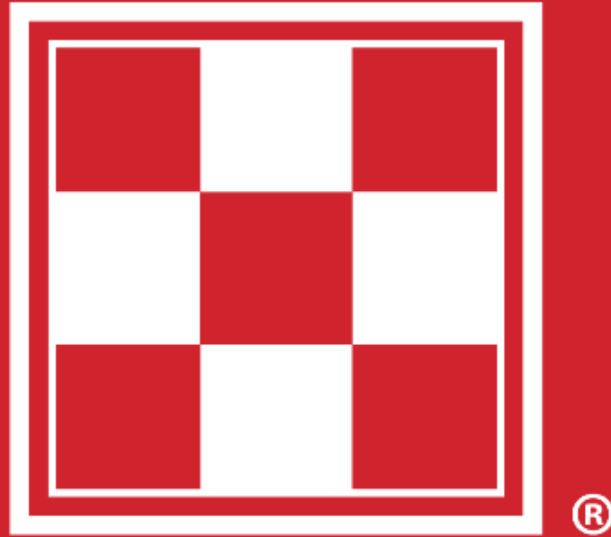


125 YEARS OF  
FEEDING GREATNESS



# 2019 Marketing Update

Scott Schraufnagel, IMC



125<sup>TH</sup>  
ANNIVERSARY

**Behind the  
checkerboard  
are the stories  
and tenacity  
that deserves  
celebration**



# Building a strong future

In year 125 we're focusing on refreshing the marketing support we provide for our partners – supporting demands for more and better content

1. Focusing on developing **coop led** templates
2. Editorial calendar with seasonally relevant thought pieces for **syndication**
3. Updating the ad builder platform in back half of 2019 with **better content and usability**

## Evolved Messaging Approach

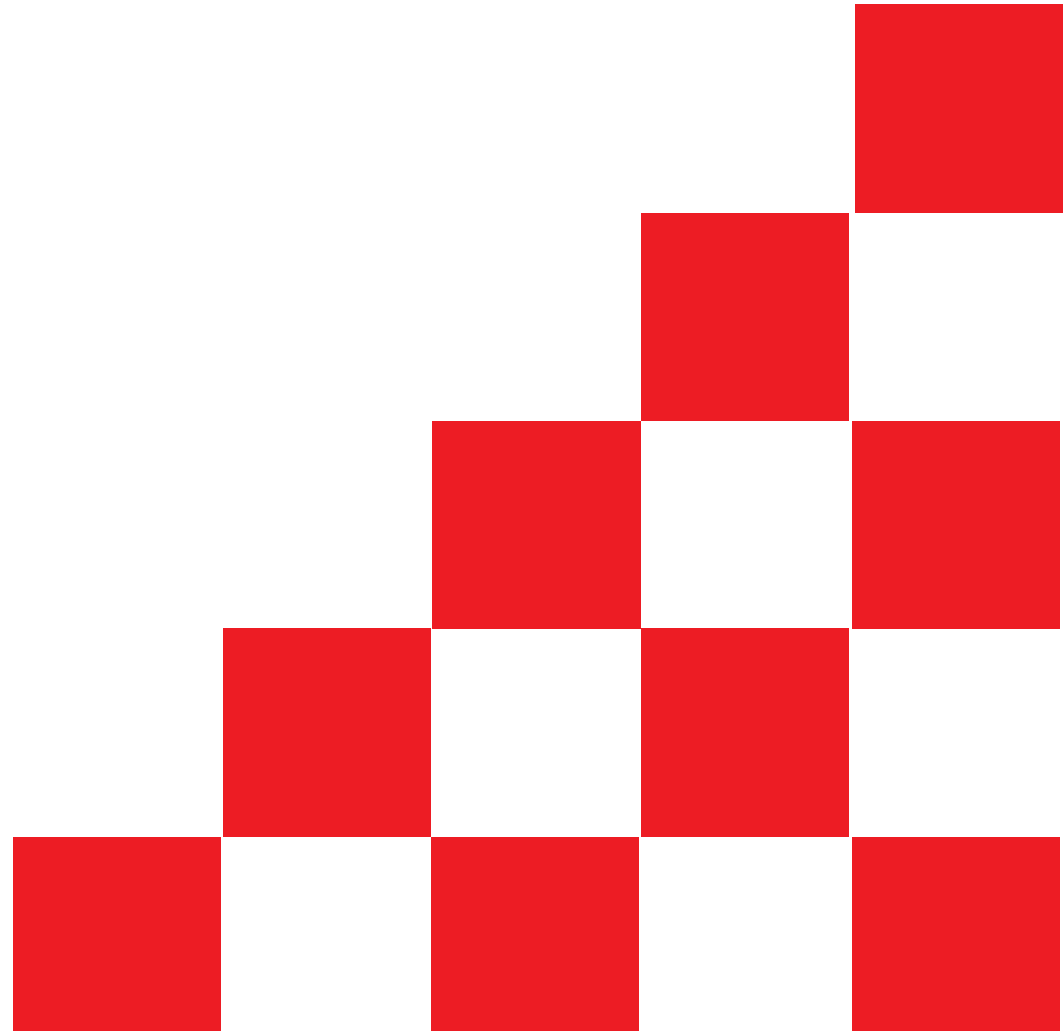
Coop → Purina Technologies → Coop

**VS.** Purina → Purina → Coop



# Winning In 2019 via INNOVATION!

- We continue to focus on developing innovative solutions with the launch of 15+ new products in 2019 across multiple species groups
- These will come with support tools and communication campaigns to generate excitement and demand
- **Launching a 125<sup>th</sup> anniversary event in the back half of 2019!**

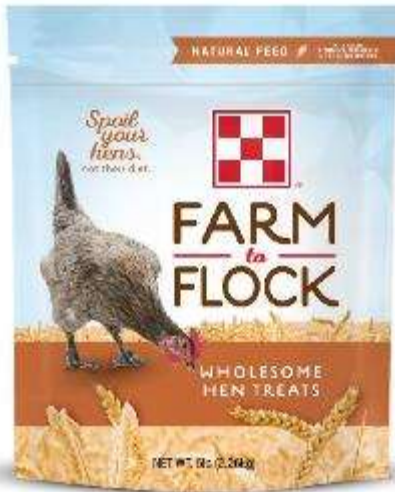




# Winning in 2019 via INNOVATION!

Species	Segment	Q1	Q2	Q3	Q4
Cattle	Tubs	Dark Red	Light Red	Light Red	Light Red
	Health	Light Red	Dark Red	Light Red	Light Red
	Mineral	Light Red	Dark Red	Dark Red	Light Red
Dairy	Young Animal	Dark Red	Light Red	Light Red	Light Red
	Lactation	Light Red	Dark Red	Light Red	Light Red
Swine	Grown/Fin	Light Red	Dark Red	Light Red	Light Red
	Sows	Light Red	Light Red	Light Red	Dark Red
Lifestyle	Economy	Dark Red	Light Red	Light Red	Light Red
Horse	Supplements	Light Red	Light Red	Light Red	Dark Red
Flock	Premium Feeds	Dark Red	Light Red	Light Red	Light Red
	Treats	Light Red	Dark Red	Light Red	Light Red
	Premium Feeds	Light Red	Light Red	Dark Red	Light Red
Show	Performance Pig	Dark Red	Light Red	Light Red	Light Red

# Farm to Flock Hen Treats: Wholesome and High Protein



## Positioning: Spoil your hens. Not their diet.

Emphasizing nutrition and the wholesome source of our ingredients breaks through the rapidly growing “funny” treat category and fits well with the Purina brand.

## Research:

- Quantitative concept test fielded (n=251)
  - Tested vs. Omega-3 as benchmark
  - Both treats concepts out-performed Omega-3 on purchase interest, appeal, relevance, and believability
- Qualitative research fielded (n =25) indicated chosen positioning as the strongest fit with Purina; it also gets the most credit for most natural and unprocessed

## Offering:

- Skus: Wholesome Hen Treats and High Protein Hen Treats
- Form: Extruded pellets
- Size: 2lb stand up-pouch (8.5”W x 11”H x 3”D)
- Estimated FOB Price: \$4.75 / bag (basic), \$5.25 / bag (high protein)
- Target MSRP: \$8.49 / bag (basic), \$9.49 / bag (high protein)

Target Timing: **May 2019**

“I like that it is well **balanced** with grains, vitamins, and minerals. This will insure to me that my chickens are **getting all the nutrients they need.**”

“I like that it is **premium**, and it is high in protein, they need that, especially in the **winter.**” – Definitely would buy

# Enhancement of LAND O LAKES® Cow's Match® & Amplifier® Max



LAND O LAKES®

LAND O LAKES®



# Cattle Innovation - RangeLand Hi-Fat Cooked Tub

For Cow/Calf producers interested in improving breed-back, Purina's RangeLand Hi-Fat Cooked Tub uniquely delivers rumen-protected fat leveraging the proprietary Purina technology

- Contains our proprietary Propel Fat Nugget
- Noticeable visible differences that producers can see between our tub and our competitors with the presence of Propel
- Continuation of Accuration Hi-Fat Block Success
- In market target: July 2019

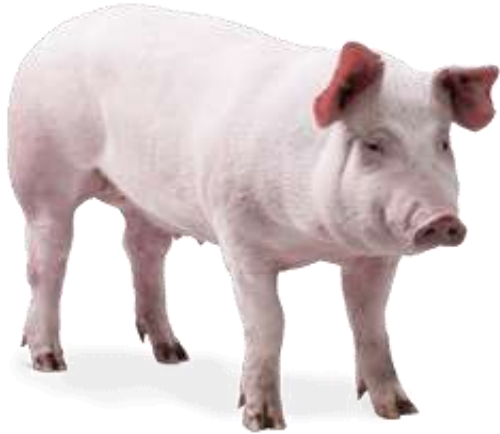




# PREPARED TO FEED THE GROWING WORLD---EcoCare



- Environmental impacts and emissions are among top concerns for swine operations



— \$ —

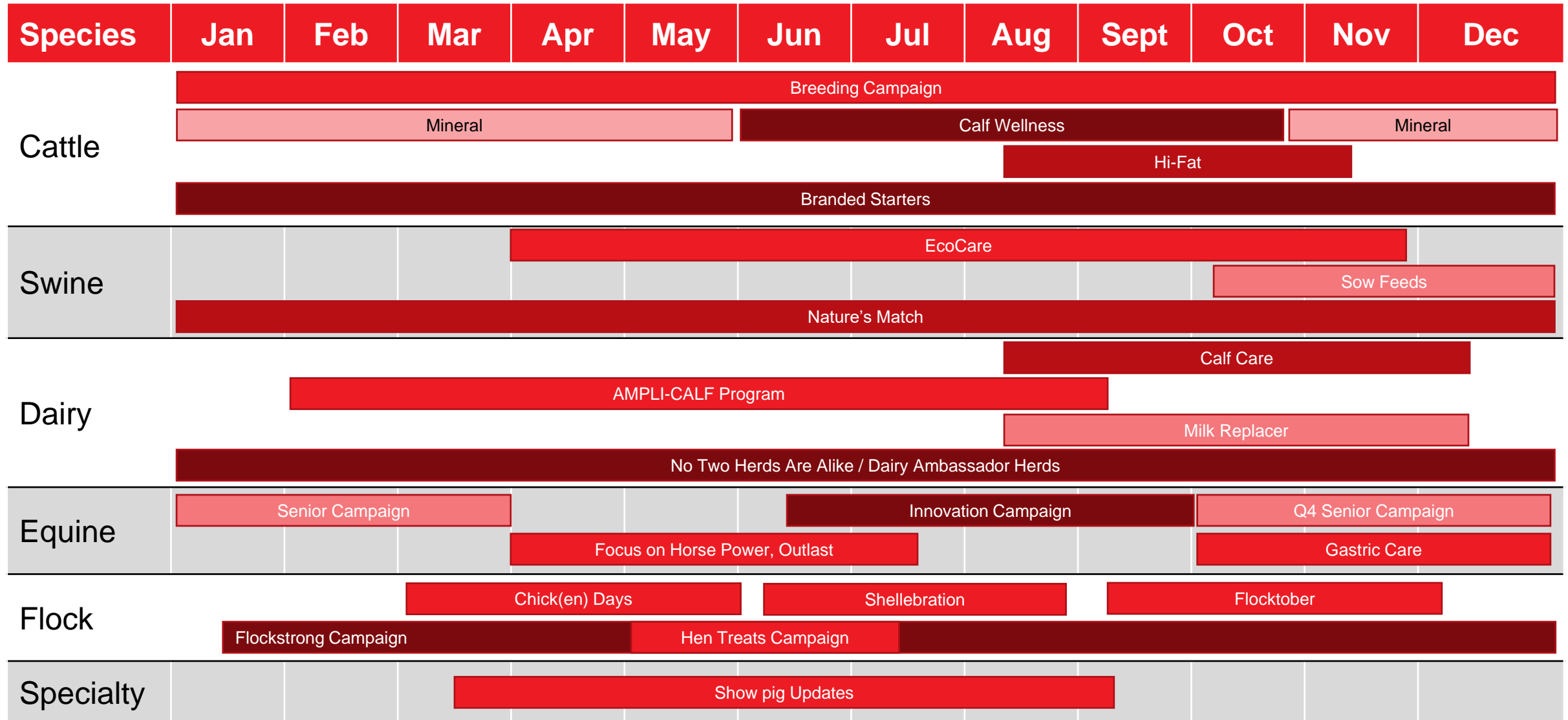
▼ **40%**  
**ammonia**

for better conditions in  
the swine units and  
being better neighbors

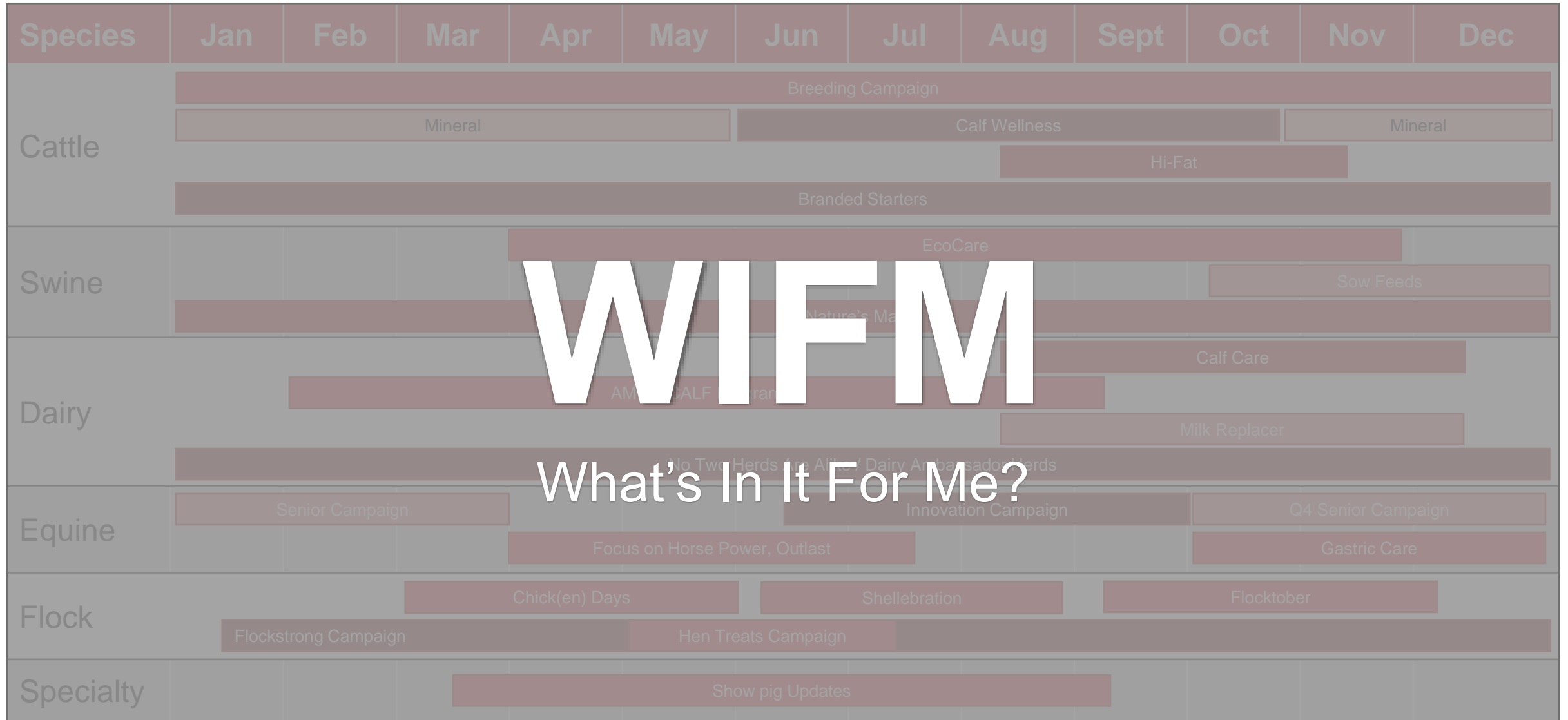
- **Per 10,000 finish pigs:**
  - 960,000 fewer gallons of water
  - 623,895 fewer gallons of manure
  - Easier pit capacity management and pump-out
  - Recovery of nutrients from the bottom of manure sediment

- .

# 2019 Purina Campaigns Overview



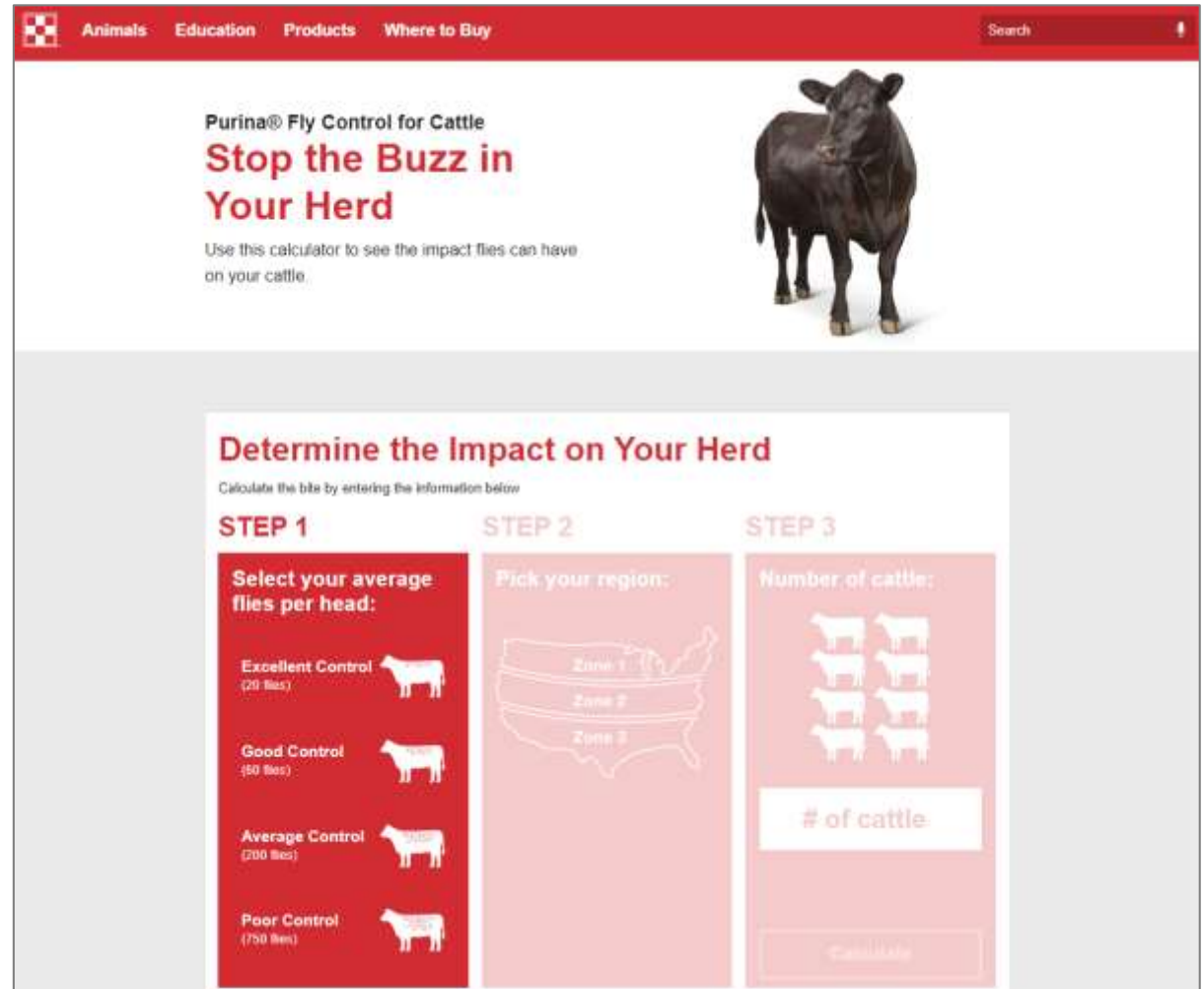
# 2019 Purina Campaigns Overview



# Marketing Support For Our Co-op Partners

- New interactive website tools:
  - Cattle Fly Control Calculator  
[purinamills.com/fly-control](http://purinamills.com/fly-control)
  - Horse Feed Recommender
  - Cattle Feed Finder
  - *Ability to leverage content and tools for coop websites*
- New customizable materials coming soon for the following campaigns:
  - Swine: EcoCare®
  - Dairy: AMPLI-CALF® Program
  - Cattle: Breeding/Mineral
  - First egg to Retirement e-book

**Visit Customer Community for the latest resources:**  
<https://www.purinamills.com/businesslink/login>



The screenshot shows the Purina Fly Control for Cattle calculator interface. At the top, there is a navigation bar with links for Animals, Education, Products, and Where to Buy, along with a search icon. The main heading reads "Purina® Fly Control for Cattle Stop the Buzz in Your Herd". Below this, a sub-heading says "Use this calculator to see the impact flies can have on your cattle." and there is an image of a black cow. The calculator is divided into three steps: STEP 1: Select your average flies per head, with options for Excellent Control (20 flies), Good Control (50 flies), Average Control (200 flies), and Poor Control (750 flies); STEP 2: Pick your region, with a map of the United States divided into Zone 1, Zone 2, and Zone 3; and STEP 3: Number of cattle, with a field for "# of cattle" and a "Calculate" button.





# Marketing Support For Our Co-op Partners

## Evolved Messaging Approach

Coop → Purina Technologies → Coop  
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## Supporting Content for Different Ad Formats

Focusing on providing various types and forms of content, from long form articles to product features

- Simple Gifs
  - Lead Ads
- Local Awareness
- Event Responses and Offers

***New content series and editorial will be introduced throughout the year – Caring for baby chicks and Show tips, just released***

Coop Name  
Sponsored

Worries about hay supply? **Coop Name** has your answers.



Take steps to conserve what you have. Store hay indoors, if possible, to reduce your risk for wetness and mold. If you have both indoor and outdoor stored hay, use the outdoor hay first to minimize the loss of nutrients over time and curb dry matter loss. Cattle hay feeders can also minimize loss. Stop in today for more storage forage and supplement tips.

[WWW.COOPWEBSITE.COM/NEWS](http://WWW.COOPWEBSITE.COM/NEWS)

[Learn More](#)



# Marketing Support For Our Co-op Partners

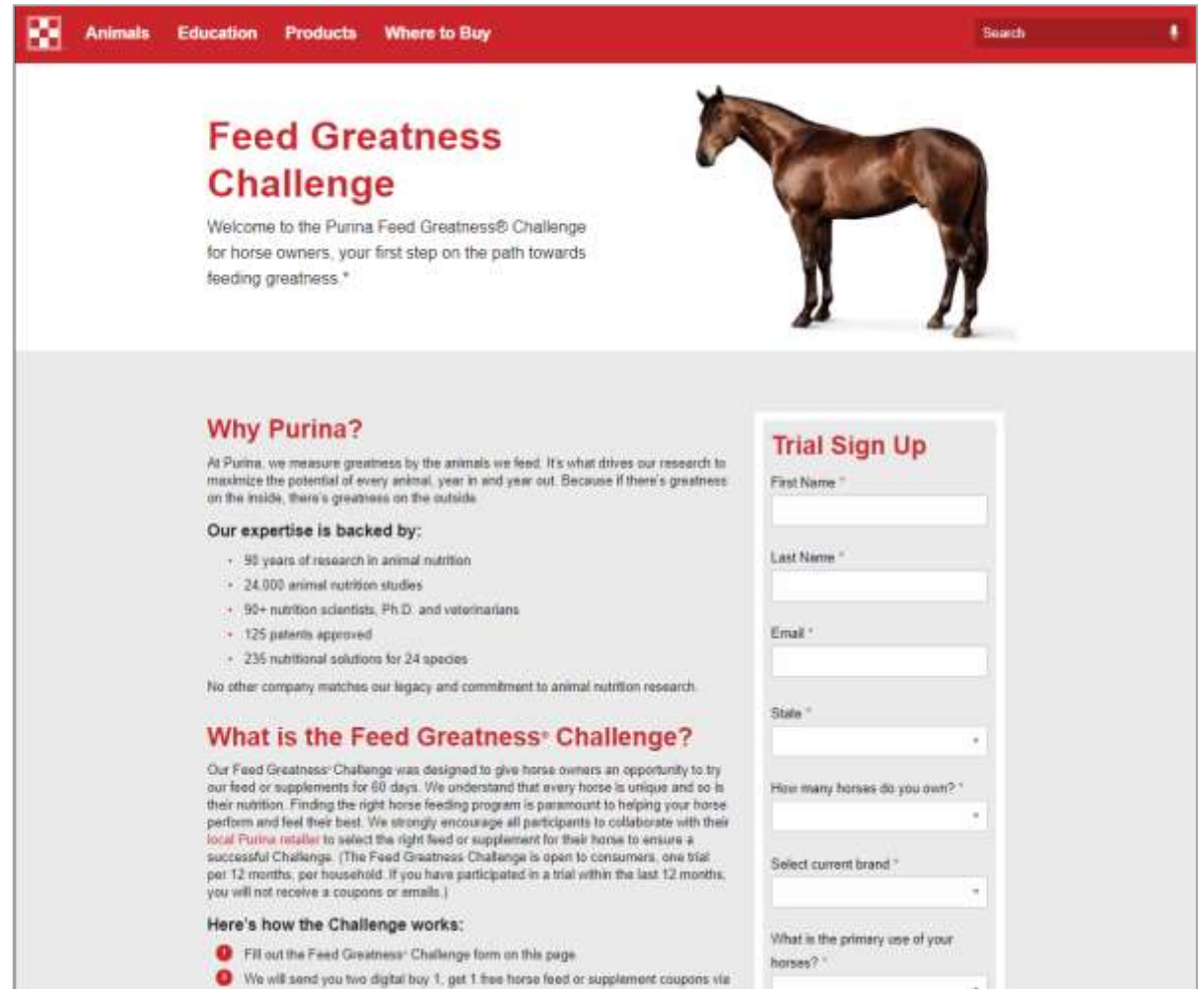
## Turn Key Trial Programs

Based on prior year success more and enhanced trial programs are being launched throughout 2019

- Commercial Trial Programs
- Species Specific Trials
- Feed Greatness® Challenges

Trials are an excellent opportunity to convert prospects onto premium feeds and keep them coming back to your stores


***For more information, contact your local Purina Sales Specialist or visit [Purinamills.com](http://Purinamills.com).***



Animals Education Products Where to Buy Search

## Feed Greatness Challenge

Welcome to the Purina Feed Greatness® Challenge for horse owners, your first step on the path towards feeding greatness.\*



### Why Purina?

At Purina, we measure greatness by the animals we feed. It's what drives our research to maximize the potential of every animal, year in and year out. Because if there's greatness on the inside, there's greatness on the outside.

**Our expertise is backed by:**

- 90 years of research in animal nutrition
- 24,000 animal nutrition studies
- 90+ nutrition scientists, Ph.D. and veterinarians
- 125 patents approved
- 235 nutritional solutions for 24 species

No other company matches our legacy and commitment to animal nutrition research.

### What is the Feed Greatness® Challenge?

Our Feed Greatness® Challenge was designed to give horse owners an opportunity to try our feed or supplements for 60 days. We understand that every horse is unique and so is their nutrition. Finding the right horse feeding program is paramount to helping your horse perform and feel their best. We strongly encourage all participants to collaborate with their **local Purina retailer** to select the right feed or supplement for their horse to ensure a successful Challenge. (The Feed Greatness Challenge is open to consumers, one trial per 12 months, per household. If you have participated in a trial within the last 12 months, you will not receive a coupon or emails.)

**Here's how the Challenge works:**

- 1 Fill out the Feed Greatness® Challenge form on this page
- 2 We will send you two digital buy 1, get 1 free horse feed or supplement coupons via

### Trial Sign Up

First Name \*

Last Name \*

Email \*

State \*

How many horses do you own? \*

Select current brand \*

What is the primary use of your horses? \*



# Marketing Support For Our Co-op Partners

## Simplifying e-business

Highlight your local expertise with our Google Paid Search program

- No setup fee. You only pay for clicks on your ad. Cost is 50% reimbursable.
- Program is available throughout the year
- Members can increase, decrease, or turn off ad spend at any time.
- A custom landing page will be created with your logo, contact information and more.
- Monthly analytics reporting provided.

**11 Coop Participants in 2018 - To sign up for media support, contact Van Leuven Communications at [events@vanleuvencommunications.com](mailto:events@vanleuvencommunications.com)**

**FEED GREATNESS®**

**D&L Farm and Home**  
Your Local Purina Certified Expert Dealer

[Get Directions](#)

**YOUR LOCAL PURINA DEALER**

**D&L Farm and Home**  
1502 N Church St  
McKinney, TX 75069  
<http://www.dandlfarmandhome.com>

**Jason Kuhlman**  
Feed Expert  
**605-337-3091** [Call](#)

**Download a Coupon**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam mattis efferend turpis, sit amet pellentesque dolor condimentum et.

[Download Now](#)

**Contact us today for a FREE Feed Consultation.**  
We can visit your operation to share ideas and suggestions to improve your feed and management practices.

**purina.com**

**FEED GREATNESS®**

If there's greatness on the inside, it shows on the outside.





125<sup>TH</sup>  
ANNIVERSARY

Thank You

*Business builder is not just a tool, but a mindset. We're here to help*

