

Land O' Lakes Purina, LLC

10/26/09

I wanted to send out a quick Newsletter for you to look at early. I will send out everything else including the November Specials in a separate letter.

Cattle and Pet

It may seem funny that I have included Pet along with cattle in this month's letter but if you knew Tammy Goldammer, owner of Goldammer Ranch and Tammy's Hangin' Tree Cowdogs you wouldn't think it was funny. Tammy is an amazing person with an amazing talent for raising and training these **hired hands**. Yes, I said hired hands. I'll guarantee you they work harder get yelled at less than I did when I was helping move or work cattle at home. Tammy will be having her Hangin' Tree Cowdog Days Nov. 6th. I would encourage everyone to go look at her website (<http://www.tammyscowdogs.com/>) and get the information about the dogs and the events for the weekend November 6th-8th, especially if you are in the market for a **Working Cowdog!** This website also has her contact information if you would like to call her. These dogs are raised on **Exclusive Large Breed Adult and Exclusive Large Breed Puppy**.

Tammy also weaned her calves on **Steak Maker Stress Care Starter 1x** this past September. We will have all of the data for you to look at later this month too. She was extremely happy with the performance of the product. Here are a couple pictures for you to look at:



Tammy, Bert, Hawk and Spook



Bert and Hawk

I have had the opportunity to work with several folks this past month on weaning calves and such. I just want to remind you to help your customers make the most from this year's calf crop. I sent this out earlier this month and I think it needs to be said one more time.

NATIONAL FEEDER & STOCKER CATTLE SUMMARY - WEEK ENDING 10/09/2009

Compared to last week, feeder cattle and calves sold 2.00-4.00 lower

- The full decline of the market was noted on heavy yearlings, unweaned steer calves and all classes of heifer calves.
- These lower trends do not begin to describe the severity of the discounts that have been imposed on unweaned and fleshy new-crop calf offerings.
- Weaning is much more easily done at home and in familiar surroundings, but shrink and sickness can hardly be avoided and calf weaning remains one of the cow/calf producer's toughest challenges.

We have every option for weaning calves that a producer can utilize;

- Impact Starter for ease of self feeding, high feed efficiency and maximum gain.
- Preconditioning Receiving Chow for maximum gain from hand feeding and the most consistent feed intake of starters on the market.
- Steakmaker Stress Care for those that want a starter with a lower feeding rate but the most fortified starter on the market to keep calves healthy with moderate gain.

I think it is our job to make sure that producers not only understand the value of our feeding programs but also the opportunity they are giving up if they don't wean their calves.

Continue to look for the booking differentials that I will send out at the beginning of every month. You could show your customers opportunities to lock in their costs for their program and help them feel even better about doing business with you.

Sincerely,
Joe Abbott