



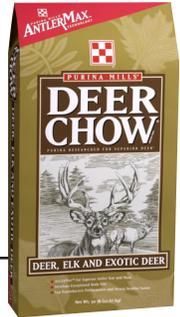
# DEER CHOW<sup>®</sup>

PURINA RESEARCHED FOR SUPERIOR DEER<sup>™</sup>

## AntlerMax<sup>®</sup> Breeder Professional Formula

16% Protein - 59TZ

20% Protein - 59TY



### WHAT IT IS

A highly researched 16% or 20% patented protein, high-energy pelleted complete ration (containing all necessary roughage). Specifically formulated for what penned deer need. For top overall health, reproductive performance and antler growth.

### FEATURES & BENEFITS

#### AntlerMax<sup>®</sup> Protein Technology

##### High-Quality Protein for Superior Antler Size

Patented manufacturing process protects high-quality proteins from digestion by rumen bacteria, delivering up to 5 times more amino acids to growing antlers than any other bypass or standard protein we tested

##### Develops Exceptional Body Size

High-quality protein helps build muscle for exceptional body size

##### Top Reproductive Performance and Strong Healthy Fawns

Provides critical nutrients to help assure top fertility. Helps to increase milk production and milk quality along with strong healthy fawns with high survival rates.

#### Antler Max<sup>®</sup> Mineral Technology

##### Optimal Antler Growth, Density and Strength

Proprietary power-packed nutritional package with ideal amounts and ratios of vitamins and minerals for optimal antler growth, body size and reproduction.

#### AntlerMax<sup>®</sup> Energy Technology

##### Patented Energy Nugget Inside the Pellet for Top Body Conditioning

An exclusive blend of 5 vegetable oil sources for top energy needs.

##### Ideal Ratio of Omega 3 to Omega 6 Fatty Acids

Delivers top immune function, shiny coat and healthy skin. Early research indicates possible increased conception rates.

##### Optimum Ratio of Energy Sources (Fat, Fiber and Starch)

Provides for balanced rumen bacterial populations and optimal digestion.

##### Proprietary Probiotic Formulation

Includes partly inactive and stabilized microorganisms that maximize nutrient utilization, improve absorption of minerals and vitamins and can "jump start" the rumen in times of stress, such as when deer are sick or in confinement.

##### Exclusive By-pass Fat

A high percentage remains undigested by the rumen bacteria for greater energy benefits. Has 270% the energy of standard diet ingredients with no negative impact on nutrient digestibility or feed intake.

#### Complete Diet

##### Contains High Levels of Roughage

Eliminates the need to feed hay or provide natural forage. Saves on labor and other costs associated with feeding hay.

(Please see reverse side)



PURINA MILLS®



# DEER CHOW®

PURINA RESEARCHED FOR SUPERIOR DEER™

## AntlerMax® Breeder Professional Formula (cont.)

### HOW AND WHEN TO FEED

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1. Feed free-choice year-round to Whitetail, Red, Fallow, Axis, Sika and Blacktail deer, Reindeer and Elk in confinement. Consumption will vary according to age, sex, climate and physiological state but should be in the range of two to three pounds per 100 pounds of body weight.
2. It is not necessary to feed hay free-choice with this product. If behavioral problems such as chewing fences, hair-pulling, etc., are evident, feed about 0.25 pounds of hay per 100 pounds of body weight three times per week.
3. Can be fed free-choice as a creep feed to elk calves and deer fawns. Target consumption rate should be about one pound per 100 pounds of body weight until weaning.
4. Can be used as a complete weaning ration for elk calves and deer fawns. Feed free-choice along with good-quality hay after weaning. Once calves and fawns are eating pellets, feed hay only sparingly as described above for adults.

### IMPORTANT

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1. A feeding program is only as effective as the management practices. Actual results can vary depending upon feed intake, environmental conditions and the quality of management practices.
2. Provide a source of fresh, clean water at all times.
3. Provide salt free-choice.
4. When changing rations, the change should be made by gradually increasing the amount of new feed and decreasing the amount of old feed over a period of at least 7 days.
5. This is a complete feed containing roughage and adequate levels of vitamins and minerals. In most situations, mineral supplementation is not required.
6. Consult your veterinarian for a recommended herd health program.

### CAUTION

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Do not feed to sheep! This product contains copper. Store in a dry, well-ventilated area free from rodents and insects. Never use moldy or insect-infested feed. Regulations for the feeding of big game can vary from state to state. Please check with your local game and fish department for the proper usage of this product.

### GUARANTEED ANALYSIS

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Crude Protein, not less than .....	16.0%	(20% Option)
Crude Fat, not less than .....	4.0%	
Crude Fiber, not more than .....	17.5%	
Crude Fiber, not less than .....	15.0%	
Calcium (Ca), not less than .....	0.75%	
Calcium (Ca), not more than .....	1.25%	
Phosphorus (P), not less than .....	0.4%	
Salt (NaCl), not less than .....	0.2%	
Salt (NaCl), not more than.....	0.7%	

### ANIMAL PROTEIN PRODUCTS FREE

Contact your local manufacturing plant for a current feed tag. Quality controlled by Purina Mills Research.