



Cow/Calf



Purina® All Seasons™ Cattle Nutrition Program

Getting cows bred is your business

A productive cow and healthy calf mean everything to a cow/calf operation.

With the Purina® All Seasons™ Cattle Nutrition Program, find supplementation strategies to match your forages. These solutions can help achieve reproductive success, keep cows in the herd longer and maximize genetic potential of calves.

The program is designed to:

- 1. Support healthy cattle in achieving greatness at every life stage.**
 - Maintain a consistent body condition score to get cows bred back quicker and optimize conception rates
 - Maximize genetic potential of calves by providing high-quality cow nutrition
- 2. Offer flexible and convenient nutrition solutions that put you in control.**
 - Select from options to fit forage availability, labor resources, feed type preference and feeding facilities
- 3. Help build your operation's legacy with confidence.**
 - 1,800 Proof Pays feeding trials completed across the nation, providing proof that Purina® nutrition solutions work

The Purina® All Seasons™ Cattle Nutrition Program has solutions for every life stage to provide confidence you're doing what's right for your cattle and operation.



Talk to your local Purina representative, or visit [ProofPays.com](https://www.proofpays.com) to start your feeding trial.



FEED GREATNESS™

RANGELAND®

ACCURATION®

WIND AND RAIN®