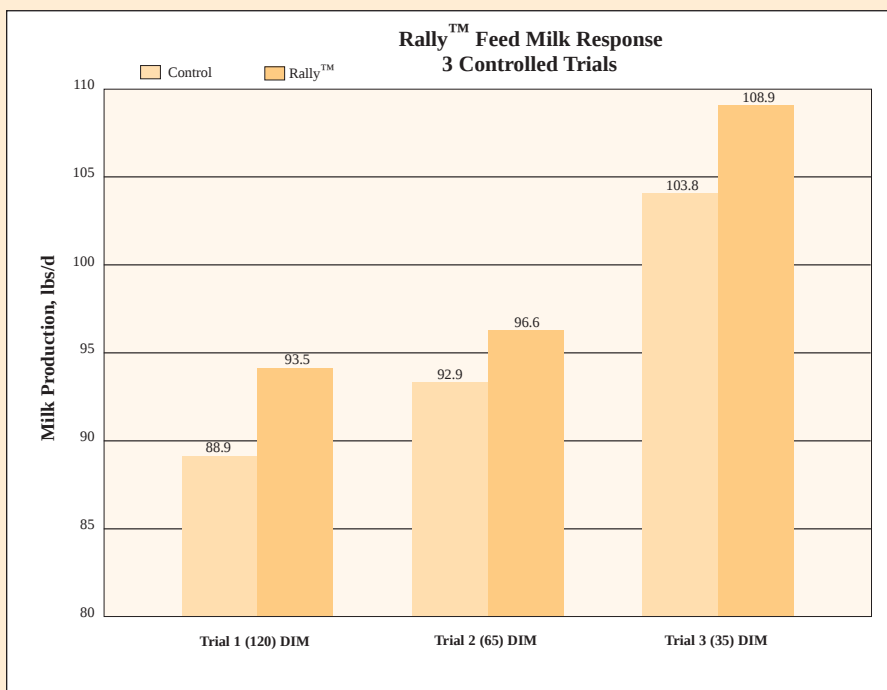


Keep the rally going throughout lactation.

Rally™ dairy feed for lactating cows is formulated with a breakthrough technology that promotes maximum utilization of carbohydrates and increases energy. On average, cows will produce 3 to 4 pounds more milk per day - over 1,000 pounds more milk per lactation. Research has proven the results in trial after trial.

Rally for value.

When cows rally, producers win. And Rally dairy feed delivers a strong return on your investment in each cow. Research showed an additional \$35 - \$70 income per cow per lactation by feeding Rally dairy feed to your lactating cows.



Start the rally today!

Try Rally dairy feed for yourself. And see the results for yourself. For more information, talk to your feed representative handling the Rally dairy feed line or click on www.feedrally.com. Get your cows going with Rally, and they'll keep the rally going.



How to start a rally in your barn.

Start your cows on Rally™ dairy feed, and keep the rally going.

Introducing new Rally dairy feed. It's a breakthrough technology that promotes maximum utilization of carbohydrates and increases energy. Rally feed, as part of a total program, can deliver outstanding results and outstanding value for your dairy operation.

The rally starts in transition.

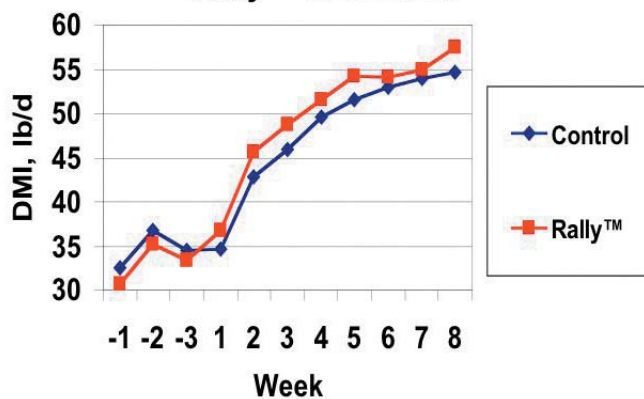
Rally transition feeds are proven to provide feed intake benefits when fed throughout the pre-fresh period for 21 days and during the first weeks of lactation. In the first week after calving, cows fed Rally dairy feed increased their dry matter intake by 3.2 pounds per day, compared to cows fed well-balanced transition rations.



Lower NEFA level at calving

Rally dairy feed in the ration resulted in lower levels of non esterified fatty acid(NEFA). That indicates a better energy balance, and less use of body fat reserves at a critical time. Pre-partum Rally fed cows had a 39% lower circulating NEFA level at calving.

Weekly DMI of transition cows fed Rally™ or control.



NEFA levels during transition, control vs. Rally™

