



Powerful Performance. Winning Result



Poultry Starter

This is a nutritionally complete, balanced ration for broilers from 15 through 22 days of age and turkeys from 9 through 12 weeks of age. This 26% protein diet is designed to continue the development of chickens and turkeys to their full genetic potential for shows.

Honor® Show Chow® Poultry Starter can be preceded by Honor® Show Chow® Poultry Prestarter, and followed by Honor® Show Chow® Poultry Grower and Poultry Finisher to prepare birds for show. Honor® Show Chow® Poultry Starter is supported by Purina's knowledge, experience and research.

FEATURES	BENEFITS
Nutritionally Complete Feed	<ul style="list-style-type: none">• Provides all the essential nutrients to develop<ul style="list-style-type: none">- Broilers from 15 through 22 days of age- Turkeys from 9 through 12 weeks of age• Develops strong bones – allows birds to achieve their full potential
Product Form - Crumble	<ul style="list-style-type: none">• Particle size easy for young birds to eat• Prevents sorting – assures consistent nutrient intake• Reduces feed wastage
Amino Acid Balance	<ul style="list-style-type: none">• Gets birds off to a good start and quickly grows them into show condition• Allows proper growth and development to produce good confirmation• Helps develop excellent feathering
Highly Effective Pigmenting Materials	Results in a deep skin, shank and beak coloring
Probiotics and Yeast Extracts	Supports immune and digestive health
Research Proven	Feed it with total confidence – <i>backed by Purina's legendary tradition of fundamental and applied research.</i>
Medicated (Amprolium)	<ul style="list-style-type: none">• Aids in the prevention of coccidiosis• No withdrawal time required

Regional Availability



Visit our website to download this product form.

www.purinamills.com

Check your current price list for availability in your region, or contact your local Purina Retailer or Representative for more information.

For more information on this product, visit our website at www.purinamills.com or call Purina Customer Service at 1-800-227-8941

Poultry Starter

GUARANTEED ANALYSIS

Crude Protein, %	(min)	26.0
Lysine, %	(min)	1.50
Methionine, %	(min)	0.55
Crude Fat, %	(min)	6.50
Crude Fiber, %	(max)	3.50
Calcium, % (Ca)	(min)	1.05
Calcium, % (Ca)	(max)	1.55
Phosphorus, % (P)	(min)	0.80
Salt, % (NaCl)	(min)	0.25
Salt, % (NaCl)	(max)	0.75

Active Drug Ingredients

Amprolium, %	0.0125
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FEEDING DIRECTIONS

Feed continuously as the sole ration.

Important: A feeding program is only as effective as the management practices and disease control measures followed.

Caution: Store in a dry area away from insects. Do not feed moldy or insect-infested feed to birds as it may cause illness, performance loss or death.

Feeding Programs:

Product	Broiler 4-Feed (Recommended)	Broiler 2-Feed (Optional)	Turkey
Prestarter	Hatch through 14 days	---	Hatch to 8 weeks
Starter	15 through 22 days	Hatch to 21 days	9 through 12 weeks
Grower	23 through 35 days	---	13 through 16 weeks
Finisher	36 days to showing	22 day through showing	17 weeks through showing

THE WINNING PHILOSOPHY

Efficient production requires a thorough understanding and application of the fundamental principles of good husbandry and sanitation. These include:

- 1. GOOD BREEDING:** Good breeding gives poultry the ability to perform satisfactorily and produce healthy offspring.
- 2. GOOD NUTRITION:** An adequate amount of a balanced ration containing all required nutrients, vitamins and minerals is essential for good health and proper conformation.
- 3. SOUND MANAGEMENT:** "Know How" is required to provide the proper environment and care to minimize stress, which can adversely affect development.
- 4. CAREFUL SANITATION:** Cleanliness is essential in providing a healthful environment.

These are the building blocks of the Honor® Show Chow® poultry program and the keys to successful poultry production. Practical application of these basic principles will not only enhance your bird's growth and development, but also increase its potential of winning on the show circuit.

POWER IN PERFORMANCE

We know the best way to help you realize your dreams starts by employing a Winning Philosophy:

WINNING PHILOSOPHY

BETTER BREEDING

- Genetic Potential
- Selection
- Conformation
- Soundness

BETTER MANAGEMENT

- Cleanliness
- Showmanship
- Consistent Feed Times
- Daily Prep

BETTER FEEDING

- Consistent Intake
- Optimum Growth
- Body Condition
- Bloom & Finish

BETTER HEALTH

- Vaccination
- Proper Sanitation
- Health Program
- Veterinary Care