

## **PRESS RELEASE**

For Immediate Release

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## **Honor® Show Chow® Holds VIP Event in St. Louis**

ST. LOUIS, July, 2009 – The makers of Honor® Show Chow® Show Feeds proudly welcomed 237 Vo-Ag Teachers, 4H Leaders, educational instructors, influential breeders and prospective customers June 16<sup>th</sup> and 17<sup>th</sup>, 2009 to its seventh annual Show Feed VIP. Visitors traveled from 30 states to discuss hot topics in the show industry, view live demonstrations, and meet Honor® Show Chow® influentials. LongView Animal Nutrition Center, Land O'Lakes Purina Feeds' renowned nutritional research facility in Gray Summit, Mo., hosted the event.

*“We wanted to bring in the leaders of today’s youth to share our commitment to research and how we can positively impact show animal projects,” said John Zeloski, Marketing Manager for the Honor® Show Chow® brand. “This was our best event to-date, thanks to our Ambassadors!”*

The two-day workshop consisted of presentations from nutritionists Dr. Kevin Burgoon and Dr. Steven Myers, as well as exclusive demonstrations from veterinarians, research teams, and Honor® Show Chow® Ambassadors. Topics included: Cattle Fitting by Kirk Stierwalt and Bob May; Club Calf Selection and Management by Dave Guyer and Dave Allan; Lamb Selection, Management and Showmanship by Mark Johnson; Show Goat Demonstration by Mike Harbour and Jim Missildine; Pig Selection and Showmanship by Bryan Vaughan and Ryan Watje; and Show Poultry Management by Keith Staggs.

Guests also learned about Show Pig, Cattle, Goat and Lamb Nutrition, as well as Product Evaluation and the company’s marketing support of 4H and FFA.

The event included tours of LongView’s Beef Cattle Unit (eating habits) and the Large Animal Metabolism Unit (rumen research). Guests were also treated to door prizes from event sponsors including Exclusive and Red Flannel Pet Foods, eZall Wash, and Andis Clippers. All attendees were provided with instructional DVDs, an Honor® Show Chow® hat and product samples.

Purina continually strives to be the best of the best in animal nutrition and research by maintaining the company belief that “Animals make better people...and we make better animals.™” Another VIP event is planned for June of 2010. We wish all show exhibitors continued success and winning results in the year to come.

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