






# Powerful Performance. Winning Results.



## Impulse® Textured Goat R-20®

*IMPULSE – n: the change in the momentum of a body as a result of a force acting upon it. Change the outcome of your show goat project. Feed the IMPULSE.*

*Balanced nutrition for today's modern show goats. Cutting edge nutrition with the latest research technology from Purina. Honor® Show Chow® IMPULSE® Textured Goat R-20 feed can be used for growing and finishing meat goats being fed for show.*

FEATURES	BENEFITS
Nutritionally complete	<ul style="list-style-type: none"> <li>Formulated for the unique nutritional needs of goats</li> <li>Provides the proper balance of high-quality proteins, vitamins, minerals and other nutrients allowing show goats to reach their full potential</li> <li>Digestible fiber source provides a safe, complete diet</li> <li>Proper calcium to phosphorus ratio. Aids in reducing the incidence urinary calculi and for proper skeletal growth</li> </ul>
High levels of vitamins A, D, and E	<ul style="list-style-type: none"> <li>Provides elevated fat soluble vitamins for animals with superior genetics</li> <li>Ensures proper vitamin fortification during periods of stress</li> <li>High vitamin E levels to help support immune function</li> </ul>
Bypass protein	<ul style="list-style-type: none"> <li>Blend of high quality protein sources to support muscle synthesis and growth</li> </ul>
Specific protein sources	<ul style="list-style-type: none"> <li>Target muscle expression</li> </ul>
 <b>Tasco®</b>	<ul style="list-style-type: none"> <li>Research has shown that TASCOS® helps lower body temperature during heat stress, keeping animals on feed</li> </ul>
 <b>Diamond V®</b>	<ul style="list-style-type: none"> <li>Diamond V® Yeast Culture is a true, fully fermented yeast culture developed specifically for optimum animal nutrition</li> <li>Research proven, Diamond V® Yeast Culture has a unique ability to support ration digestibility, palatability, and intake by delivering a rich, all-natural nutrient source to the animal's digestive bacteria</li> <li>Diamond V® Yeast Culture can help your animals reach a higher nutritional plane</li> </ul>
 <b>AVAILA 4</b> ZINPRO PERFORMANCE MINERALS™	<ul style="list-style-type: none"> <li>Balanced combination of zinc, manganese, copper &amp; cobalt</li> <li>Provides critical highly-available minerals that help support immune response which is critical for maintaining healthy traveling show animals</li> <li>Helps maximize muscle development allowing goats to reach their full potential</li> </ul>
Amaferm®	<ul style="list-style-type: none"> <li>A natural feed additive resulting from a proprietary multi-step fermentation process of a proprietary strain of <i>Aspergillus oryzae</i></li> </ul>
Textured formula	<ul style="list-style-type: none"> <li>Steam processed corn and barley</li> <li>Very digestible, extremely palatable</li> </ul>
Ammonium chloride	<ul style="list-style-type: none"> <li>Helps aid in reducing the incidence of urinary calculi</li> </ul>
Rumensin @ 20 grams/ton	<ul style="list-style-type: none"> <li>For the prevention of coccidiosis</li> </ul>
Research-proven	<ul style="list-style-type: none"> <li>Feed it with total confidence; backed by Purina's legendary tradition of fundamental and applied research, thousands of winning entries at local and national shows</li> </ul>



*Regional Availability*

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

Visit our website to download this product form.

[www.HonorShowChow.com](http://www.HonorShowChow.com)

For more information on this product, visit our website at [www.HonorShowChow.com](http://www.HonorShowChow.com) or call Purina Customer Service at 1-800-227-8941

# Impulse® Textured Goat R-20®

## GUARANTEED ANALYSIS

Crude protein, % <small>This includes not more than 1% equivalent crude protein from non-protein nitrogen.</small>	(min)	15.50
Crude fat, %	(min)	3.00
Crude fiber, %	(max)	15.00
Calcium (Ca), %	(min)	.50
Calcium (Ca), %	(max)	1.00
Phosphorus (P), %	(min)	0.30
Salt (Na Cl), %	(min)	0.70
Salt (Na Cl), %	(max)	1.20

Selenium (Se), ppm	(min)	0.30
Vitamin A, IU/lb	(min)	16,000
Vitamin D, IU/lb	(min)	3,200
Vitamin E, IU/lb	(min)	50.00
Zinc	(min)	0.30
Magnesium (Mg), %	(min)	0.20
Copper (Cu)	(min)	25.00
Copper (Cu)	(max)	35.00
Non Protein Nitrogen (NPN), %	(max)	1.20



## FEEDING DIRECTIONS

Honor® Show Chow® Impulse® Textured Goat R-20 is a complete and balanced ration in textured form. It provides the nutritional extras kids need in both the growing and finishing phases. There is no need to add roughage or grain to the ration. Honor® Show Chow® Impulse® Textured Goat R-20 meets the specific nutritional needs of growing and finishing goats.

Feed continuously and have Honor® Show Chow® Impulse® Textured Goat R-20 before nursing kids at all times. To maintain adult animals, feed 1-2 lbs per 100 lbs of body weight along with adequate roughage or pasture. These are only guidelines for consumption. Feed consumption will vary with life stage, environment and activity.

\*Ask your retailer if Rumensin option is available in your market.

### Important:

1. Start kids on colostrum milk from birth to 3 days of age. Feed Purina® Kid Milk Replacer from 2 days until 4-8 weeks of age.
2. Use Honor® Show Chow® Impulse® Textured Goat R-20 feed as a creep feed for rapidly growing young goats prior to weaning.
3. If kids have not been creep-fed or they were purchased, they should be placed on grass hay on a free-choice basis after arrival. On the second day, feed Honor® Show Chow® Impulse® Textured Goat R-20 feed at the rate of 2.5 to 4% of their body weight per day. Always offer plenty of clean, fresh water at all times. We suggest offering a small amount of additional roughage per day (minimum of 1/4 flake or 1/4 lbs of good quality hay). Gradually increase the amount of Honor® Show Chow® Impulse® Textured Goat R-20 feed and decrease the amount of hay over a 3-week period of time so that by the end of 3 weeks, they are consuming 3-4% of their body weight as Honor® Show Chow® Impulse® Textured Goat R-20 feed. After 3 weeks, Honor® Show Chow® Impulse® Textured Goat R-20 feed should be the sole diet and no additional forage is required.
4. When making a ration change, allow 3 to 5 days for animals to adjust to the new ration.
5. Keep a constant supply of complete feed available. Do not let fine material accumulate in feeders.
6. Provide adequate, well-protected and well-managed bunk space for each animal to prevent feed from becoming wet or moldy.
7. Provide a source of fresh, clean water at all times.
8. Feed salt free-choice.
9. Feed Purina® Goat Mineral free-choice.
10. Consult your veterinarian for the recommended health program for your local area. This includes internal and external parasite control.
11. This product contains copper and should not be fed to sheep. In groups of goats, there are certain animals that experience chronic bloat or other digestive disturbances, and consequently are poor performers. In addition, excess feed consumption, severe weather changes resulting in erratic feed consumption and poorly-managed feeding practices can increase the incidence of bloat in all goats. If bloating occurs, the above management practices should be reviewed and your veterinarian consulted.

### Caution:

Store in a dry, well-ventilated area free from all rodents and insects. Do not use moldy or insect-infested feed.

Typical Feeding Rates for Impulse® Show Goat

Goat's Body Weight, Lbs	Feeding Range
30-50	1-2
50-70	2-2.8
70-90	2.8-4
90-Market	4-5

## THE WINNING PHILOSOPHY

Efficient production requires a thorough understanding and application of the fundamental principles of good husbandry and sanitation. The Purina® Winning Philosophy program will help you step into the spotlight.

- 1. GOOD BREEDING:** Practice a sound genetic program of selection and culling. Visit a professional breeder for more information. Know the feeling when you have that perfect animal that has the best potential to win.
- 2. GOOD FEEDING:** Proper nutrition for different needs and lifestyles starts with Honor® Show Chow® products. Feed at regular times at least two times daily, with three daily feedings preferred. You can't become a Grand Champion without the best nutrition.
- 3. SOUND MANAGEMENT:** A clean environment minimizes stress and aims to improve average daily gains. Clean stalls, remove debris and provide fresh water daily. The daily attention to detail is the difference between a Grand Champion and lower placement.
- 4. PREVENTIVE HEALTH:** Establish an effective health program with your local veterinarian. A sick animal never makes it to the top.

These are the building blocks of the Honor® Show Chow® program and the keys to successful production. Practical application of these basic principles will not only support your animal'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