

# Profitable Production Given By Shur-Gain Feeds

## Well-Established Service Answers Profit Problems

## SHUR-GAIN Feed Service Mill Locations On P.E.I.



The story of bringing balanced feeding to farm livestock is an interesting chapter in Canadian agricultural progress. Balanced feeding as its name suggests means adding certain essential food materials that are lacking in farm grown grains. These food materials are protein, needed for growth and the production of milk and eggs; minerals, for bone development and vitamins for health and disease resistance. Farm animals, like their masters must get the necessary proteins, minerals and vitamins for maximum growth and health. Nature looks after the wild animals and birds but the domesticated animal is entirely dependent on the farmer for its food requirements.

The old days of throwing a handful of grain to the hens are past. Scientists discovered, for instance, that unless the laying hen gets sufficient egg making material in its feed, egg production falls off. By running countless experiments it was determined how much protein, minerals, vitamins and carbohydrate (starch) a hen must get each day in its feed in order to produce a maximum number of eggs and at the same time maintain body weight and good health. Similar food demands are made by all the other classes of farm livestock. The dairy cow produces milk which is high in protein and minerals and therefore the cow must get these materials in her feed for full production.

Hogs too must get a balanced ration for maximum and profitable growth. The hog is the fastest growing animal on the farm. Growth depends on protein and therefore balanced feeding is essential for successful hog production. University tests show that a hog fed a balanced ration will gain at the rate of one pound for every 3 1-2 pounds of feed, whereas hogs fed nothing but grain, require five or more pounds of grain for each pound of gain.

Balanced feeding is essential for successful and profitable livestock production. However, one of the

stumbling blocks to bringing balanced feeding to the farmer was the fact that the materials necessary to balance farm grown grains were usually produced far away from the farm community, while the grain with which the supplemental concentrate has to be mixed is produced in the farm community.

This problem of bringing the manufacture of balanced feeds right into the farm community where feeds could be supplied at first cost, was solved by the Shur-Gain Feed Service organization of Canada Packers Limited.

Shur-Gain Feeds Service manufacturers balanced feeds in local feed mills under contract with Canada Packers feed division. The advantages of this system were soon apparent and the idea met with such a wave of popularity that today there are over 100 Shur-Gain Feed Service mills operating across Canada—manufacturing balanced feeds for poultry, hogs and cattle.

There are two main advantages to local manufacture—feeds are freshly made and this means that they are more palatable than feeds that have been in storage. Another advantage to fresh feeds, and probably the most important, is that there is less danger of vitamin loss due to oxidation or the enzyme action of the crushed grain.

The second great advantage to local mixing is reduced cost. This fact is very important at the present time when increased grain prices have reduced the profit in livestock production. Grain, which makes up a large proportion of all balanced feeds, is either bought locally or shipped from the West in low cost tonload lots.

The protein, mineral, vitamin concentrate which is required to balance the lack of these materials in grain, is supplied by the Feed Division of Canada Packers Ltd. Balanced feeds are manufactured by mixing the ground grains with the concentrate according to Shur-Gain formulas and the quality of all feeds is controlled by the constant supervision of inspectors and laboratories.

Before any formula is approved, the feed is put on a rigorous test at the Shur-Gain experimental farm at Weston, Ont. This ensures that all feeds will stand up under actual farm conditions.

This feed service has played an important part in bringing better feeding practices within the reach of all farmers.

<p>BALANCED FEEDING AT LOWEST COST</p> <p>P. L. MORRIS FEED SERVICE</p> <p>KINKORA, P. E. I.</p>	<p>WE CARRY A SHUR-GAIN FEED FOR EVERY NEED</p> <p>MacGUGAN &amp; BOYLE</p> <p>HUNTER RIVER, P.E.I.</p>	<p>FROM MANUFACTURER TO FEEDER DIRECT</p> <p>KENSINGTON FEED SERVICE</p> <p>KENSINGTON, P. E. I.</p>	<p>OUR DELIVERY AT YOUR SERVICE</p> <p>BEATON &amp; MacRAE</p> <p>WINSLOE, P. E. I.</p>
<p>SHUR-GAIN LIVESTOCK &amp; POULTRY FEEDS</p> <p>E. J. MacDOUGALL</p> <p>VERNON, P. E. I.</p>	<p>QUALITY FEED AT RIGHT PRICE</p> <p>CLARK'S FEED SERVICE</p> <p>MOUNT STEWART, P. E. I.</p>	<p>SERVICE &amp; QUALITY</p> <p>FRASER &amp; ANNEAR</p> <p>MONTAGUE, P. E. I.</p>	<p>FOR INCREASED PROFITS AND HEALTHY LIVESTOCK FEED SHUR-GAIN</p> <p>EVERETT D. IVES &amp; CO.</p> <p>NORTH TRYON, P. E. I.</p>
<p>WE SPECIALIZE IN CUSTOM GRINDING AND MIXING</p> <p>D. A. MacRAE</p> <p>HEATHERDALE, P. E. I.</p>	<p>SHUR-GAIN IS THE FARMER'S FRIEND</p> <p>NORTHAM FEED SERVICE</p> <p>NORTHAM, P. E. I.</p>	<p>FEED THE BEST FOR LESS</p> <p>CLAUDE McNEILL</p> <p>O'LEARY, P. E. I.</p>	<p>SHUR-GAIN FEEDS ARE FRESHLY-MADE</p> <p>VERNON RIVER MILLS</p> <p>VERNON RIVER, P. E. I.</p>



### Your Local SHUR-GAIN Feed Service Mill Is at Your Service

No other organization can offer the feeder ALL the advantages of SHUR-GAIN Feed Service. Local manufacture means better quality fresh feeds which cost you less because there are no middlemen handling charges. To assure you of top quality, all feeds are sampled regularly by SHUR-GAIN inspectors and these samples after being scored for texture and quality are chemically analysed for protein, fat, fibre, and vitamin content. Further tests under farm conditions are made at SHUR-GAIN experimental farm.

The feeder is assured of laboratory tested and farm tested feeds when he buys SHUR-GAIN.



**INSPECTION**

SHUR-GAIN inspectors sample all feeds and after carefully checking texture and quality, send the samples to the laboratory for analysis.



**LABORATORY**

All SHUR-GAIN feeds are analysed for protein, fat, fibre and vitamin content. SHUR-GAIN feeds are quality tested and guaranteed.



**EXPERIMENTAL FARM**

All feeds are tested under farm conditions at SHUR-GAIN experimental farm. When you buy SHUR-GAIN, you know that you are buying a PROVEN feed on which you can depend.

*This Sign*



MEANS Superior Quality at LOWEST COST