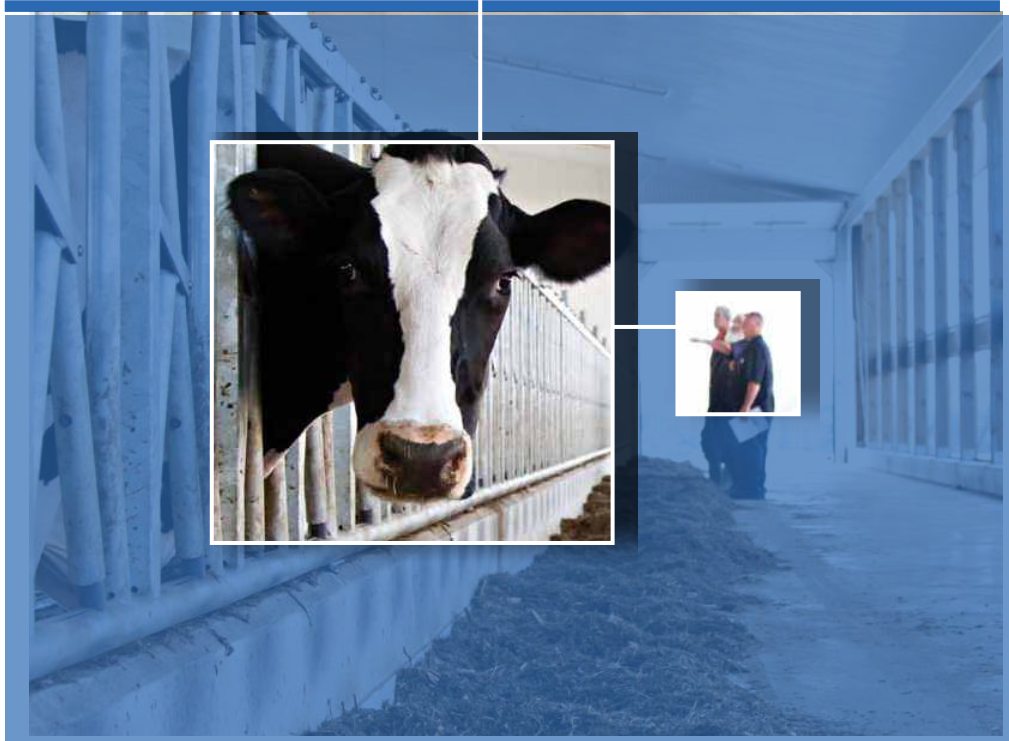


What is she trying to tell you?



COW SIGNALS®

In 2013, fourteen Purina specialists received the title « **Certified Master** » from Dr Joep Driessen, founder of the **COW SIGNALS®** Training Company in Holland.

Also, all Purina Farm Consultants have been trained on the **COW SIGNALS®** principles.

What are the objectives of **COW SIGNALS®**?

- Study the behavior of dairy cows and heifers.
- Understand the needs of animals in their environment.
- Recognize visual/auditory/olfactory/tactile clues allowing you to detect situations of stress, distress, bad health, etc.

What are the goals of **COW SIGNALS®**?

- « **Happy Cows** »
- « **Happy Farmers** »
- « **Happy Consumers** »

We want to increase the life span of dairy cows in their herds by two years and improve the profitability of your operation.



Ask for a
COW SIGNALS®
evaluation at your farm!

Purina. The **COW SIGNALS®** people.



Call your Purina dealer or Farm Consultant.

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