



DEER 20 ARS



# ANTLER ADVANTAGE<sup>®</sup>



DEER FEED



## WHAT IT IS...

A nutrition-packed, 20%-protein, pelleted ration with the Purina<sup>®</sup> Advanced Rumen Support System designed to support the nutrition of deer in their native habitat. The high-protein content aids optimal performance to support antler development in bucks and reproductive success in does.

## FEATURES AND BENEFITS

### PURINA<sup>®</sup> ADVANCED RUMEN SUPPORT SYSTEM

- Seaweed-derived calcium supports rumen health by helping manage rumen pH
- Prebiotic aids beneficial rumen microbial populations for optimal digestion

### POWER-PACKED NUTRITIONAL PACKAGE OF PROTEIN AND ENERGY WITH IDEAL AMOUNTS AND RATIOS OF VITAMINS AND MINERALS

- Helps support strong antler growth, density and strength
- Aids reproductive success and enhanced body growth
- Provides critical nutrients to aid fertility
- Supports milk production and milk quality to help produce strong, healthy fawns with high survival rates
- Supplements poor or sparse forage so deer maintain good health and productivity during periods of environmental stress

### NUTRITIONALLY BALANCED

- Deer get the nutrition they need in one feed
- Helps support strong overall health

### STRONG MOLASSES AND APPLE FLAVORS

- For optimal feed intake
- Consistent taste to attract deer to the feed so they receive the benefit of a balanced diet

### BACKED BY RESEARCH

- Scientific research studies are performed at the Deer Research Unit at our 1,263-acre Purina Animal Nutrition Center

### FORMULATED WITH PROPRIETARY PURINA<sup>®</sup> CONSTANT NUTRITION<sup>®</sup> FORMULATION TECHNOLOGY

- Consistent manufacturing quality from batch to batch

### FEEDGUARD<sup>®</sup> QUALITY ASSURANCE MANUFACTURING

- Includes near Infra-Red Reflectance (NIR) technology to measure and compensate for the actual nutrient levels in ingredients
- Helps ensure consistent levels of nutrients in the feed



**PURINA**  
**ANTLER**  
**ADVANTAGE**<sup>®</sup>



DEER FEED

**GUARANTEED ANALYSIS**

Crude Protein (Min) . . . . .	20.00%
Crude Fat (Min) . . . . .	2.00%
Crude Fiber (Max) . . . . .	13.00%
Calcium (Ca) (Min) . . . . .	1.40%
Calcium (Ca) (Max) . . . . .	1.90%
Phosphorus (P) (Min) . . . . .	0.75%
Salt (NaCl) (Min) . . . . .	0.40%
Salt (NaCl) (Max) . . . . .	0.90%
Potassium (K) (Min) . . . . .	1.00%
Vitamin A (Min) . . . . .	10,000 IU/lb

Ruminant Meat and Bone Meal Free.  
Contact local manufacturing plant for current feed tag.

**CAUTION**

DO NOT feed to sheep! This product contains copper. Store in a dry, well-ventilated area free from rodents and insects. Do not feed moldy or insect-infested feed to animals as it may cause illness, performance loss or death.

Regulations for the feeding of big game can vary from state to state. Please check with your local game and fish department for the proper usage of this product.



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**HOW TO FEED**

This feed was developed to provide year-round balanced nutrition to whitetail deer, mule deer and exotic deer in native habitat, especially during antler growing season.

1. Feed free-choice to deer. Consumption will vary according to age, sex, climate, and physiological state but should be in the range of one to three pounds per 100 pounds of body weight.
2. This feed is a supplement designed to be fed to deer with access to native habitat. It is not a complete diet. If fed to deer in confinement, they should always have access to free choice, good quality roughage.
3. For best results, feed free-choice in a covered trough or self feeder.
4. To support deer post-rut and during harsh climatic conditions, feed Antler Advantage<sup>®</sup> Rut & Conditioning Deer 16 ARS Deer Feed.

**IMPORTANT CONSIDERATIONS**

1. A feeding program is only as effective as the management practices. Actual results can vary depending upon feed intake, environmental conditions and the quality of the management practices.
2. This feed is a supplement, not a complete feed. Animals in confinement may be fed this product, but only when fed with free-choice access to adequate hay or roughage. Animals in confinement should not be fed this product as their sole diet without access to hay or roughage.
3. Deer, elk or other game in confinement should not have access to corn because eating too much corn at one time can lead to digestive upsets.
4. Provide a source of fresh, clean water and Purina<sup>®</sup> AntlerMax<sup>®</sup> Premium Deer Mineral at all times.
5. When changing rations, the change should be made by gradually increasing the amount of new feed and decreasing the amount of old feed over a period of 7-10 days.
6. Consult your veterinarian for a recommended herd health and parasite control programs.

FOR MORE INFORMATION VISIT [WILDLIFE.PURINAMILLS.COM](http://WILDLIFE.PURINAMILLS.COM) OR CALL 1-800-227-8941  
FOR THE INDEPENDENT FEED RETAILER NEAREST YOU. ONLY AVAILABLE IN SELECT MARKETS.