



• SINCE 1923 •

Platinum **SHOW POWER** POWERED BY SURE-CHAMP[®]

IFA's Show Power Platinum Feed helps your animal achieve their maximum finish and development.

STEER

LAMB

PIG

GOAT



unlock your animals full potential

Platinum SHOW POWER

POWERED BY SURE•CHAMP™

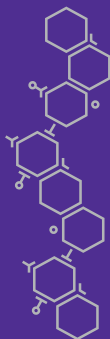


STEER

PIG

LAMB

GOAT



IFA Platinum Show Power Feeds are formulated with the latest technology to increase the efficiency of the nutrients fed to your show animals.

Formulated as a tool kit, that you can customize for each of your animals to achieve its genetic potential.

IFA Platinum Show Power are formulated by IFA Nutrition Experts with added power provided by Biozyme's Sure Champ technology.

WITH PREBIOTICS AND PROBIOTICS

Did you know?

Prebiotics work to enhance the good microbes that naturally occur in the gut.

Prebiotics also allow for stimulation of all beneficial microbes within the gut.

STEER

AVAILABLE IN

Texturized Feed

15% Protein

13% Protein



POWERED BY:

SURE•CHAMP



Bovatec



PIG

AVAILABLE IN

Meal Feed

20% Protein

16% Protein

Mini Pellet Feed

20% Protein



POWERED BY:



LAMB

AVAILABLE IN

Texturized Feed

16% Protein

14% Protein

Creep Feed

16% Protein



POWERED BY:

Deccox



GOAT

AVAILABLE IN

Pelleted Feed

20% Protein

16% Protein



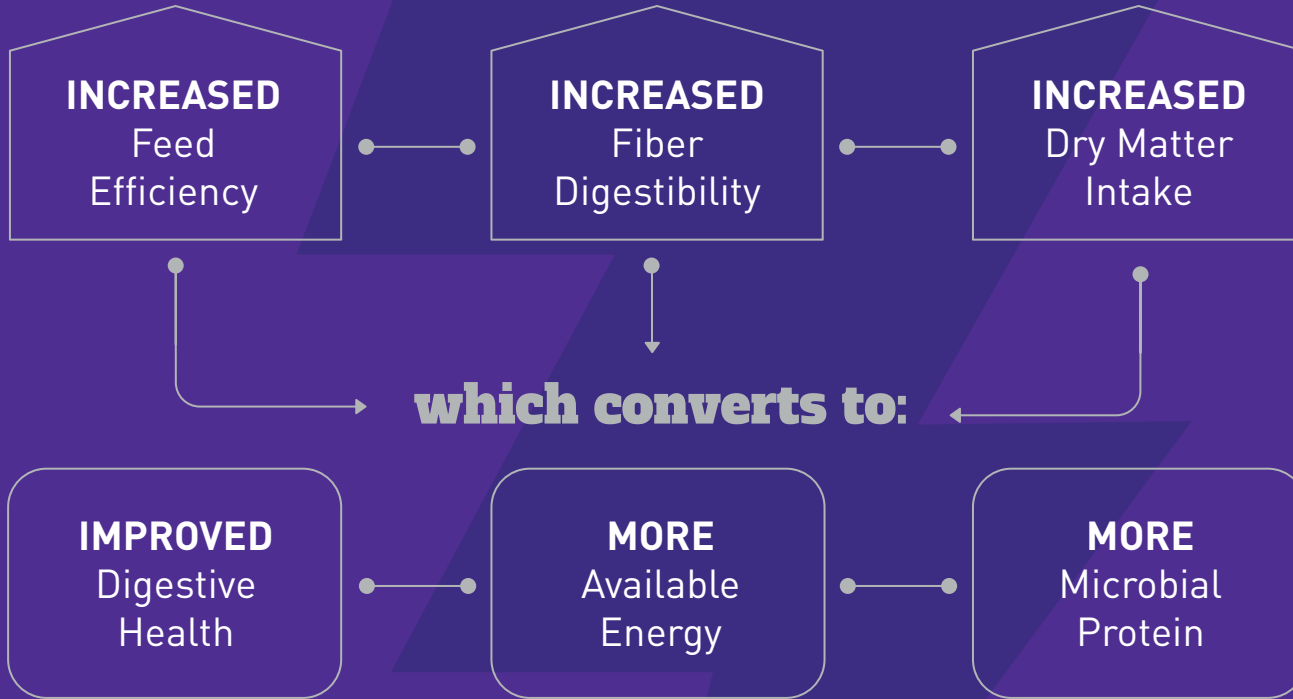
POWERED BY:

Elanco

Rumensin



Platinum Show Power Feed unleashes your animal's potential with:



Extra B-Vitamins
to Meet Increased
Needs During
Stress



Decreases Body
Temperature in
Heat-stress
Animals



Complete Daily
Vitamin and
Mineral
Supplement



Coccidiosis
Control

Proven Research:

IFA's Platinum Show Power Feeds are formulated using Amaferm®, a precision-based prebiotic designed to enhance digestibility by amplifying nutrient supply for maximum performance.

- Promotes feed and water **INTAKE**
- Increases feed **DIGESTIBILITY**
- Maximizes nutrient **ABSORPTION**



INTAKE

3% More Dry Matter Intake

Intake is controlled by many factors including physical fill and energy requirements. With increased digestion, it allows the animals to consume more feed in a day.



DIGESTIBILITY

17% More Forage Fiber Digestibility

10% More Crude Protein Digestibility

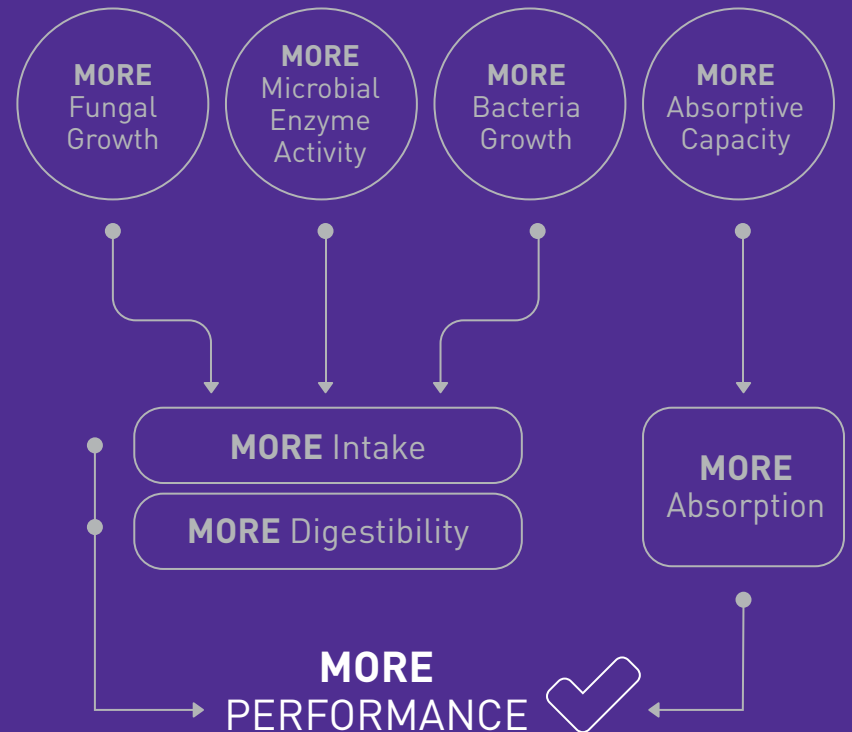
Digestibility determines the amount of feed that is used by the animal for growth, reproduction, etc. Essential nutrients in the form of energy, protein, minerals, vitamins and water must be provided and digested if the animal is expected to maximize performance.



ABSORPTION

30% More Absorptive Capacity
Without using energy to do it

Absorption is the movement of molecules across the gastrointestinal (GI) tract into the circulatory system. Most of the end-products of digestion, along with vitamins, minerals, and water are absorbed in the small intestinal lumen using four mechanisms: 1) active transport, 2) passive diffusion, 3) endocytosis, and 4) facilitative diffusion.



IFA Young Producers Program

IFA supports all show kids with 10% off feed!

Children from 8-18 years old are eligible to sign up for IFA's Young Producer Program. Talk to your local IFA Country Store Manager for registration details.

IFA Platinum Show Power Awards Program

Intermountain Farmers Association is proud to support youth exhibitors who receive Grand and Reserve Grand Champion in market classes. Exhibitors feeding IFA Platinum Show Power feed to their champion animals receive a gift card and a personalized Platinum Show Power jacket, in addition to local IFA Country Store support.



Register your Champion online at:
www.ifa-coop.com/PlatinumFeedAwards

