

Cattle Herd Health



MINUTE

The 4 Pillars of Cattle Herd Health

The most complete and effective Herd Health Success Plan for producers includes four key steps.

1. Vaccinate

- Vaccinations protect cattle from diseases, including respiratory and clostridial diseases, scours and pinkeye.
- Producers should develop a long-term vaccination program to address all the disease risks of their herd.
- The BOVILIS® line of cattle vaccines offers a full range of effective products for your customers designed to be efficacious against common diseases before they strike.



2. Deworm

- Grazing animals are at risk for internal parasites, which can impact their feed intake and nutrient absorption, and leave them vulnerable to diseases and infections while also affecting their growth and reproduction.
- SAFE-GUARD® (fenbendazole) is available as an oral suspension or drench, as well as a paste with a specially designed dispensing gun and metal hook for accurate dosing.
- SAFE-GUARD® feed and mineral products provide multiple non-handling options to fit your operational needs and allow cattle producers to deworm their cattle right in the pasture.



3. Control

- External parasites such as lice, flies, ticks, grubs and mites feed on body tissues and may transmit diseases such as pinkeye and anaplasmosis to healthy animals.
- Merck Animal Health provides a variety of external parasite control products. Use ULTRA BOSS® and DOUBLE BARREL® VP to maximize control



4. Grow

- The use of implants improves the efficiency of beef production, which means that less stress is placed on the environment.
- Implanting is one of the most researched, proven and consistent technologies that can improve margins for producers.
- RALGRO® (zeranol) provides cow/calf producers implanting ease, flexibility and most importantly, results.
- For approximately \$1.50 per head investment, producers can expect a \$30-50 increased calf value.¹



¹Selk, G. (1997) Implants for Suckling Steer and Heifer Calves and Potential Replacement Heifers. Proceedings: Impact of Implants on Performance and Carcass Value of Beef Cattle. Oklahoma State University, P-957. Pg 40.4. Superior Livestock Sale data report 2018.

Cattle Herd Health



Cattle Herd Health Products

Vaccinate



The BOVILIS line is one of the largest in the industry, offering 27 high-quality vaccines, and is one of the most complete vaccine portfolios, including: respiratory, clostridial, reproduction, scours, pinkeye, and mastitis.

Deworm



SAFE-GUARD® (fenbendazole):
EN-PRO-AL® Block, Protein Block,
Mineral, Pellets, Range Cubes,
Paste, Suspension Drench

Control



ULTRA BOSS® Pour-on Insecticide,
DOUBLE BARREL® VP Insecticide
Ear Tags

Grow



RALGRO® (zeranol) Single
Cartridge, RALGRO® (zeranol)
24-dose Cartridge Box, RALGRO®
(zeranol) RALOGUN

CATTLE HERD HEALTH CONCLUSION:

For the most complete, all-around Cattle Herd Health Success Plan, remember to focus on the 4 Pillars of Cattle Herd Health to increase the customer's shopping basket.

- Vaccinate
- Deworm
- Control
- Grow

IMPORTANT SAFETY INFORMATION: Do not use in beef calves less than 2 months old, dairy calves and veal calves. A withdrawal period has not been established for this product in pre-ruminating calves. Additionally, the following meat withdrawal and milk discard times apply: Safe-Guard Paste: Cattle must not be slaughtered for 8 days. For dairy cattle, the milk discard time is 96 hours. Safe-Guard Suspension: Cattle must not be slaughtered for 8 days. For dairy cattle, the milk discard time is 48 hours. Safe-Guard En-PRO-AL Type C Medicated Block: Cattle must not be slaughtered for 11 days. For use in beef cattle only. Safe-Guard 20% Protein Type C Medicated Block: Cattle must not be slaughtered for 16 days. For use in beef cattle only. Safe-Guard Type A and other medicated feed products (pellets, cubes, free-choice mineral, or free-choice liquid): Cattle must not be slaughtered for 13 days. For dairy cattle, the milk discard time is 60 hours.