



MORE
Merck Animal Health Official Retail Expert



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What's New from Merck Animal Health

Welcome to the Merck Animal Health MORE Newsletter. In this issue, we're focusing on PrimeVAC preconditioning programs for healthier, higher-value calves. You can use this program to help your customers develop a comprehensive health program for their cattle using Merck Animal Health products for vaccination, parasite control and growth implants to optimize their returns.

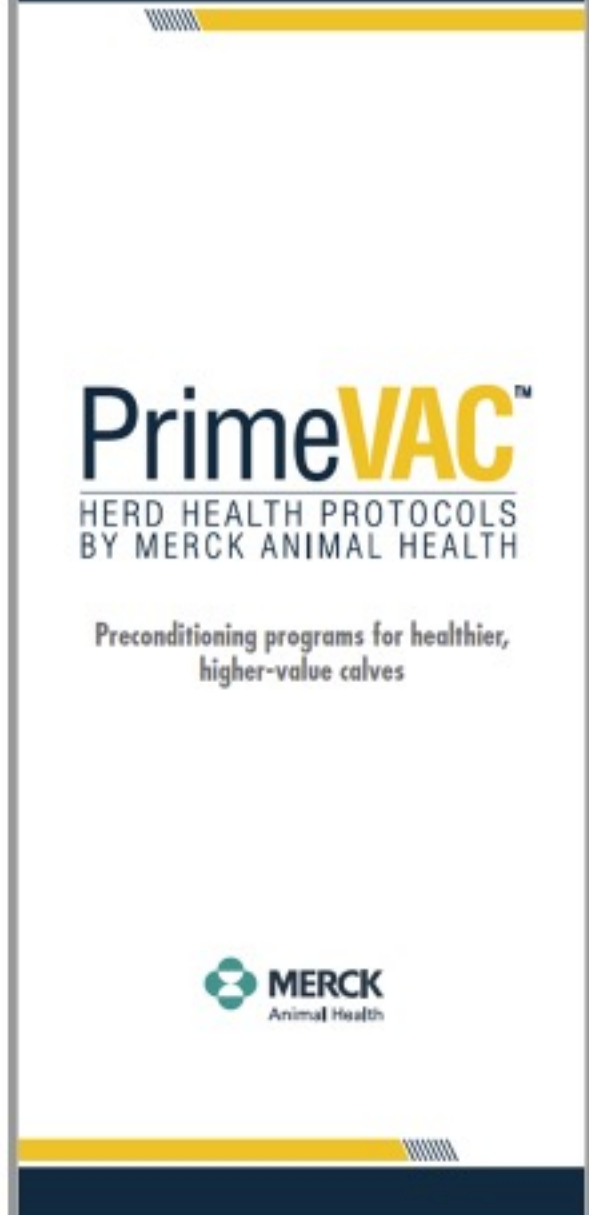
PrimeVAC™ Preconditioning Programs

Proper preconditioning improves the efficiency and performance of calves, from the ranch to the feedyard. And that's why PrimeVAC by Merck Animal Health gives producers a marketing edge and the tools they need to make the most out of their cattle investment. This is the first program of its kind to offer optional veterinarian certification (or producer affidavit).

PrimeVAC focuses on three essential categories of protection:

- Respiratory viruses and bacteria
- Clostridial bacteria
- Internal parasites

PrimeVAC also includes optional implant protocols.



This PrimeVAC brochure is a tool available for use in your business, or as an online or downloadable resource. Click [HERE](#) to download the PrimeVAC brochure.

PrimeVAC™ by Merck Animal Health Gives You a Marketing Edge

PrimeVAC 45 CALVES ARE HANDLED FOR 45 DAYS PRIOR TO SHIPPING	PrimeVAC 45 Premium CALVES ARE HANDLED THREE TIMES	PrimeVAC Precon CALVES ARE HANDLED THREE TIMES
PrimeVAC 24 CALVES ARE VACCINATED ONCE AT 3 TO 4 MONTHS OF AGE	PrimeVAC 34 CALVES ARE HANDLED THREE TIMES	PrimeVAC 34 Premium CALVES ARE HANDLED THREE TIMES

Cattle producers can count on PrimeVAC preconditioning programs for healthier, higher-value calves that help take advantage of value-added premiums. No matter what their goal is with their herd, PrimeVAC has a protocol for them.

Click [HERE](#) to learn more.

PrimeVAC™ Certification

Help producers find the program that's right for their operation using trusted, reliable Merck Animal Health products. Producers can also talk to their veterinarian or Merck Animal Health representative about using PrimeVAC certification.



Producers should always consult their veterinarian concerning:

- Best health management decisions specific to their operation
- Selection of qualified USDA/FDA approved products
- Optimum use of combination products
- Efficacy of vaccination in the face of maternal antibodies

Always read, understand, and follow the product label and use as directed.

Merchandising Minute

Aftermarket Cattle Cooler Kit

Already have a vaccine cooler in your store but could use some help organizing the cooler and promoting cattle vaccination protocols? Check with your Merck Animal Health representative to see if our Aftermarket Cattle Cooler Kit is right for your store.

Contains:

- Cooler Window Cling (above): 10" x 10"
- Cooler Side Magnet: 26" x 20"
- Cattle Shelf Background Cards (16) (below)
- Cattle Shelf Background Inserts (2): 18.125" x 3.25"

Download the cooler kit materials information [HERE](#).



2017 One Merck Dealer Rebate Program

Product Categories	Tier 1 \$5,000-\$24,999	Tier 2 \$25,000-\$49,999	Tier 3 \$50,000-\$99,999	Tier 4 \$100,000+
Cattle Implants	1%	3%	4%	5%
Cattle Anti-Parasitics	1%-2%*	4%-6%*	6%-8%**	7%-9%**
Cattle Vaccines - MLV	2%	4%	6%	8%
Cattle Vaccines - Killed	2%	4%	6%	8%
Cattle Anti-Infectives, Repro, Mastitis	2%	3%	4%	5%
Equine and Companion OTC Products	2%	3%	5%	5%

*For Tiers 1 and 2, cattle anti-parasitics rebate grows from 1 to 2%, and from 4 to 6%, respectively, when purchasing at least \$2,000 of qualifying entroparasiticide products.
**For Tiers 3 and 4, cattle anti-parasitics rebate grows from 6 to 8%, and from 7 to 9%, respectively, when purchasing at least \$5,000 of qualifying entroparasiticide products.

Annual Growth Bonus Rebate for customers who purchase from a minimum of 4 product categories*. Dealers who grow Merck Animal Health purchases, year-over-year, will earn an annual bonus rebate in addition to their earned quarterly rebates, at the end of the program.

Year over Year Growth	Bonus Rebate Percentage
10% Growth	1%
15% Growth	1.5%

*Minimum purchase in each category to qualify for bonus rebate is 5% of targeted annual dollar level.

Don't forget our 2017 One Merck Dealer Rebate Program, where it is possible to earn rebates from 1% - 10.5% on eligible purchases of Merck Animal Health products. We lowered the entry point for Tier 1 to \$5,000 in 2017, so be sure you are enrolled to take advantage of these great rebate offers. Click [HERE](#) to download the program form.

Social Media Minute

Click [HERE](#) to learn more about VAC Protocols.

