

# THE GRASS MAY BE GREENER. BUT IT'S FULL OF WORMS. HERE'S HOW TO DEWORM YOUR CATTLE, STRESS-FREE, ALL SEASON LONG.

You've turned them out to green grass, good moisture, and 150 million worm larvae. The good news is that, with Safe-Guard® (*fenbendazole*), you don't have to bring them back to the chute to keep them protected and productive.



## Season-long protection

When it comes to season-long parasite control, you've got to think strategically. The first step is effective treatment at processing. Use a deworming program that works fast and

effective to remove the worms, and stop egg shedding back on the pasture.

The second step is to tackle the worms already on your pasture. Did you know that pastures carry 90% of the total parasite burden?<sup>1</sup> So as your cattle graze, they are undergoing a serious reworming without you even knowing it.

Face facts. You're fighting a war here. The costs are high. According to a recent Iowa State study, internal parasites cost the cattle industry \$190 per animal<sup>2</sup>. Worms suppress appetite and the immune system, reduce the ability to absorb nutrients and create damaged and diseased GI tracts.

## Reduce stress, improve performance

That's why pasture deworming with Safe-Guard (*fenbendazole*) just makes good economic sense. Six to eight weeks into spring grazing, cows and bulls need to be dewormed again. For stocker calves and replacement heifers, deworm four weeks after turnout. The most convenient and labor saving way is through non-handling formulations of Safe-Guard: free-choice minerals, protein blocks, cubes, or a liquid feed added right to the lick tank. With a variety of non-handling formulations to choose from, you can effectively deworm your cattle on the pasture, stress-free.

## A Better ROI

A two year strategic deworming study conducted by the University of Minnesota<sup>3</sup> was conducted using Safe-Guard to see what the effects a strategic treatment program at turnout and midsummer would do to improve performance of cow/calf herds over two grazing seasons. The results are impressive. There was a double digit increase in pregnancy rates – the pregnancy rate for the treated cows was 94% compared to 82% for the control animals. Not only did the treated cows produce more milk, the calves were 41 lbs. heavier at weaning.

Stocker producers also benefit from Safe-Guard pasture deworming. A stocker strategic deworming study in Eastern Oklahoma<sup>4</sup> resulted in 48 lbs. of additional gain over a 118 day grazing season and improved health when the cattle went to the feedlot. If sold at the end of grazing season, the steers dewormed on pasture would have delivered \$33.75 more per head.

The results speak for themselves: strategic deworming with Safe-Guard delivers a better return on your investment. Just how much better? Well, multiple field trials show Safe-Guard pasture deworming delivers ROI greater than 10:1!

So whether you are a cow/calf or stocker producer, you need to think strategically to keep your cattle parasite-free the entire grazing season. Make sure they are worm-free at turnout and then deworm at the right time on pasture. Cleaner pastures mean healthier returns.

**How's your deworming program working? Want to make sure it's not leaving profit robbing worms in your cattle? Talk to your veterinarian about conducting a FECRT test or call Merck Animal Health at 800.521.5767 today.**

**Consult your local veterinarian for assistance in the diagnosis, treatment and control of parasitism.**

### Safe-Guard block:

RESIDUE WARNING: Cattle must not be slaughtered within 11 days following last treatment. For dairy cattle, the milk discard time is zero hours. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in calves to be processed for veal.

### Safe-Guard 1.96% flaked meal or mini pellets, liquid feed and mineral mix and .5% top dress pellets:

RESIDUE WARNING: Cattle must not be slaughtered within 13 days following last treatment. For dairy cattle, the milk discard time is zero hours. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in calves to be processed for veal.

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<sup>1</sup>Anthelmintic Resistance, Dr. Bliss, 2008 American Association of Bovine Practitioners, Charlotte, NC.

<sup>2</sup>Economic analysis of pharmaceutical technologies in modern beef production, John D. Lawrence and Maro. A. Ibarburu, Iowa State University, 2007.

<sup>3</sup>Production responses following strategic parasite control in a beef cow/calf herd, B.E. Stromberg, et.al/Veterinary Parasitology 68 (1997) 315-322

<sup>4</sup>Effects on grazing performance, feedlot performance and carcass traits of yearling steers, R. Smith et al, Oklahoma State University

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