

The Gold Standard



Latest News and Developments



June 2006

NEWS

Pfizergold.com gets a new look

Have you logged on to www.pfizergold.com lately? If so, you will notice a brand new look to the website. Pfizergold.com has become even more user friendly to better serve our producers. The updated site offers the same value-added benefits that have always been offered but has a new look and added valuable resources. [Read more...](#)

The gold standard in spring vaccination programs

Cattle producers recognize the value of vaccination programs to help reduce the incidence of summer pneumonia in their calves, resulting in increased weight gains. One program that has experienced record growth since it was introduced is Pfizer Gold. [Read more...](#)

PRODUCER PROFILE

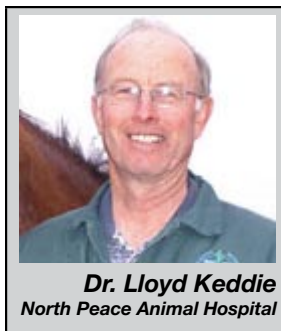
Feedlot Operator Gets Proactive in Fighting Disease on his Operation

You may recognize the name Doug Moss from the 2006 Pfizer Gold brochure. A long standing customer of the Pfizer Gold program, Moss, who operates Prairie Feeders Limited, has seen first hand the benefits of a vaccination program. Prior to using Pfizer Gold in his feedlot Moss was having a real problem with Bovine Viral Diarrhea (BVD). [Read more...](#)

ASK YOUR VETERINARIAN

Dr. Lloyd Keddie of North Peace Animal Hospital in Fairview, Alberta answers a few of the top questions that he receives from producers.

Dr. Keddie grew up on a mixed farm in Fairview, Alberta. Before becoming a veterinarian he was a school teacher for 4 years. He practiced in Vegreville for 3 years and since 1981 he has been practicing in a mixed animal clinic in Fairview, Alberta with partner Dr. Richard McWatt. [Read more...](#)



Dr. Lloyd Keddie
North Peace Animal Hospital

SURVEY



Your feedback is very important to us. We hope you enjoyed this issue of The Gold Standard. We would appreciate your comments about this issue and/or future issues of The Gold Standard. [Read more...](#)

Reap the Rewards with Pfizer Gold!

Pfizer Gold is offering a valuable new incentive program. Register today and receive your reward.

Producers who register from March 1 to August 1, 2006 in the Pfizer Gold program receive a special Pfizer Gold Reward*.

- Get a quality Pfizer Gold hat with registration of 1-99 head
- Get a personalized Pfizer Gold vest with registration of 100+ head

** Please specify on the registration form your vest size and the name you would like printed on your vest if different from certificate.

Talk to your veterinarian today about registering in Pfizer Gold and receive your special gift.

*Allow 6-8 weeks delivery following receipt of your completed registration form. Limit of one incentive per producer.

The Gold Standard – More Than Just an E-Newsletter

The benefits to signing up for The Gold Standard are endless! Not only do you receive valuable industry information and news about Pfizer Gold but now The Gold Standard will keep you up-to-date on Pfizer Gold cattle listings.

Pfizer Gold cattle listings are created regularly by producers of registered Pfizer Gold calves. The listings contain information about their Pfizer Gold calves and details about their upcoming sale.

Producers who are signed up to receive The Gold Standard will receive the latest cattle listings every Tuesday throughout the year.

This will be a great tool for you to keep up-to-date on current listings.

[Click here to find out more...](#)

If you have any questions or need further assistance please contact your local Pfizer Territory Manager or call 1-866-GOLD-007 (1-866-465-3007).

The Gold Standard



Latest News and Developments



NEWS

Pfizergold.com gets a new look

The Pfizer Gold website offers the same valuable resources plus new additions

Have you logged on to www.pfizergold.com lately? If so, you will notice a brand new look to the website. Pfizergold.com has become even more user friendly to better serve our producers. The updated site offers the same value-added benefits that have always been offered but has a new look and added valuable resources.

The site now provides a direct route to the Pfizer Gold home page which lists all of the resources available for Pfizer Gold producers. The design offers a stream-lined approach, making the site more user friendly.

“The additions made to pfizergold.com demonstrate Pfizer’s commitment to providing easily accessible resources to our customers and an industry leading website,” says Rob Leslie, Beef Product Manager, Pfizer Animal Health. “Every year we look at ways to enhance and add value to the Pfizer Gold website for users, and a key component of this comes from customer feedback. Providing our customers with information that is relevant and valuable to them is very important to us.”

The new look of Pfizergold.com

One addition to the site is the Industry Links section. This new feature offers easy access to a variety of popular industry websites. Visitors have access to sites relating to cattle auctions, Federal and Provincial government, education, industry associations, industry news, weather and more.

As in the past, the website offers trusted information and resources that producers have come to expect, including the complete on-line guide of all Pfizer Gold calves. Producers who register with Pfizer Gold are automatically added to the on-line directory available in the Buyers Search section. This directory is updated every fall and available for the full year on www.pfizergold.com. Buyers have three search options when they click on the Buyers Search menu. After a region is selected, they can search by commercial breeds, purebreds, or by producer name.

In addition, the Cattle Listings section of the site provides cattle producers the option to promote their calves to potential buyers throughout the entire year. This is a great tool for producers to let buyers know about their independent Pfizer Gold sale. Producers fill out the necessary information, add comments with any additional information and include up to two digital photographs. Pfizer will promote each cattle listing on the Pfizer Gold website for up to 30 days before the sale until the day after the sale.

“Our objective is to continually improve the site so it is always a valuable resource for our producers. The enhancements to the Pfizer Gold website have helped simplify navigation,” explains Leslie. “The Pfizer Gold website offers valuable information on herd health management and acts as a useful tool for both veterinarians and producers. We encourage you to take a new look at pfizergold.com.”



The new look of Pfizergold.com



View of searching by region in the Buyers Search section.



Example of cattle listing that includes photos

The Gold Standard



Latest News and Developments



NEWS

The gold standard in spring vaccination programs

Cattle producers recognize the value of vaccination programs to help reduce the incidence of summer pneumonia in their calves, resulting in increased weight gains. One program that has experienced record growth since it was introduced is Pfizer Gold.

“What sets Pfizer Gold apart from all other programs is that it not only offers maximum herd health protection, but also the most comprehensive promotion program in the industry,” says Dr. Terry Gunter, B.V. Sc., Business Unit Director - Cattle, Pfizer Animal Health, Canada. “The Pfizer Gold program offers promotion that includes a certified directory of all registered producers and even special auctions to support the sale of Pfizer Gold calves. Throughout the season, feedlot buyers are made aware of the benefits of spring vaccination so they know to look for Pfizer Gold calves when it’s time to buy.”

Geared towards cow/calf producers and buyers, the Pfizer Gold program promotes the use of spring vaccination, highlighting the benefits of incorporating it into herd health management practices. The program also connects the key industry players – producers, veterinarians and buyers – for effective coordination of livestock care.

Under the program, cattle producers work closely with their veterinarian to select the vaccines that work best to protect against major viral diseases including IBR, BVD Type 1 and 2, BRSV and PI3. Vaccinations must be administered a minimum of two weeks prior to weaning to qualify under the Pfizer Gold program.

“Producers stand to have much better protection for their herd using the Pfizer Gold products,” explains Gunter. “In fact 2003-2004 studies showed that Pfizer Gold Calves had 45% less morbidity¹. This translates into better protection of their investment. Buyers appreciate the assurance of healthy calves so it’s really a win-win for both producers and buyers.”

Today’s challenging market conditions for cattle producers make protecting their investment more important than ever. Disease prevention is far less costly than treatment should there be a disease outbreak or cattle losses. Diseases like pneumonia can push up death losses, increase medical costs, reduce average daily gain and drive up the total cost per pound of gain. Preventing disease through spring vaccination can reduce losses, resulting in maximum weight gains.

Buyers interested in finding out about Pfizer Gold calves can visit pfizergold.com. In the spring, the website promotes the value of calves that have been pre-vaccinated as part of the herd health management program. The website includes a detailed listing of all registered producers that allows buyers to quickly find Pfizer Gold calves that fit their criteria.

Pfizer is committed to enhancing the animal health industry by delivering innovation to the veterinary profession.

1: Data on file, Pfizer Canada, Inc.
(study 2334E-02-03-008D)

The Gold Standard



Latest News and Developments



PRODUCER PROFILE

Feedlot Operator Gets Proactive in Fighting Disease on his Operation

You may recognize the name Doug Moss from the 2006 Pfizer Gold brochure. A long standing customer of the Pfizer Gold program, Moss, who operates Prairie Feeders Limited, has seen first hand the benefits of a vaccination program. Prior to using Pfizer Gold in his feedlot Moss was having a real problem with Bovine Viral Diarrhea (BVD).

Moss says currently BVD is the number one problem in the feedlot. "It is just killing us on auction mart cattle," says Moss. "If we have 100 auction mart cattle we probably treat about 70 or 80 and then if you take the same amount of ranch cattle we may have to treat 10." He thinks that BVD has become so prevalent because of the BSE crisis. "Many ranchers cut vaccination programs out due to the financial stress," says Moss. "I'm pretty sure that's what happened. Everyone just quit spending money on their cattle to save money, but it has come back to haunt us in the feedlot."

Three years ago Moss decided to make some changes to the way he ran his operation. His goal was to control BVD and decrease the amount of labour that was required at his operation. "I felt that something needed to be done about all these sick cattle," says Moss. "We were experiencing death loss on all of the unvaccinated cattle. We had a few groups that were on the Pfizer Gold program and you could see the health difference; we were treating fewer of them and they started on feed earlier."

Moss decided to incorporate the Pfizer Gold program into his business operation by supplying Pfizer Gold for free to ranchers that feed their cattle at Prairie Feeders Limited. "My thought was that if I supply it to them then it will pay back anyway because we will be treating fewer cattle," says Moss. "We don't make any money treating cattle; that's not a profit thing for us." When he purchases cattle from ranches, Moss charges the ranchers up front for the Pfizer Gold but when the cattle are purchased in the fall, he reimburses them. Moss says it's a good deal for him because when he gets the calves they are already vaccinated and he has a history on them. "The way it works is I give the producer the vaccine and tell them to use it at branding time or I will come and do the vaccinating myself if they would like," says Moss.

The program has had a lot of support and success thus far. "Since starting the program our morbidity has been reduced and we're treating less than half of the cattle we used to treat," Moss says. "I don't have a problem getting producers interested in Pfizer Gold. They want to do the vaccination program because they know it will make them money in the long run."

One customer in particular found the value in Moss' program. Danny and Ellen Chase run a cow/calf operation, and sold their cattle to Prairie Feeders in 2004. "In the past I usually just did an 8-way shot and that was it," says Chase. "Doug had a real problem with my calves and had to treat every one of them." Chase had been selling his cattle for years to various places and had never been told there was a problem. "Doug offered me this Pfizer Gold program and said that he would reimburse me and buy my calves the next year if I use it, so I did," says Chase.

Chase is pleased with the results that he has seen in his cattle. "We've had no problems at all," says Chase. "I was very happy with it and am definitely going to do it again this year. I am really glad that Doug informed me of the problem with my calves." Chase thinks that Moss has the right idea with this program, and explained that if he was a feedlot owner he would want calves on the Pfizer Gold program because then he would know their vaccination history.

"I will be using this program again because people will pay a little bit extra if they know they are on the Pfizer Gold program," says Chase. "Anything that I see being sold on the Internet that is Pfizer Gold seems to sell better. People will pay the price for Pfizer Gold cattle."

Moss has also been able to decrease labour time at the feedlot with his plan. He says, "Ultimately anything we can do to limit the labour we have to do is a good thing. Labour is a problem in Alberta because of competition with the oil patch. We used to have two guys checking pens in the fall and now we can hardly get one." Since incorporating Pfizer Gold into his business Moss can now get away with one worker. "We're treating the auction mart cattle about 3 to 4 times the amount of ranch cattle," says Moss.

The amount of workers that are needed at the feedlot is less because the work is minimal once the cattle have been vaccinated. "When these cattle come into my feedlot in the fall I only have to give them a booster shot and they are done, it is quite a bit less time on our part."

Moss' idea has been working out well for him; it has been a win-win situation. "I have controlled BVD in my feedlot and saved on labour which is exactly what I set out to do."

The Gold Standard



Latest News and Developments



ASK YOUR VET

Dr. Lloyd Keddie of North Peace Animal Hospital

Dr. Keddie grew up on a mixed farm in Fairview, Alberta. Before becoming a veterinarian he was a school teacher for 4 years. He practiced in Vegreville for 3 years and since 1981 he has been practicing in a mixed animal clinic in Fairview, Alberta with partner Dr. Richard McWatt.

Question: I have a calf that is bloated. What causes the bloating and what should I do?

Answer: The possible causes of “bloat” in a calf are, to a great degree, dependent on the age of the calf. To treat a young calf with a distended abdomen as you would a feedlot calf with bloat is probably a mistake. Most of these calves should be examined by your veterinarian.

Incomplete formation of the intestinal tract – Calves less than five days of age. These are surgical candidates or euthanasia.

Gas formation in the rumen – Usually affects young calves that are tube fed (especially with a milk replacement). Some calves that are septicemic may have gut stasis (lack of movement) and become distended.

Abomasal ulcers – Calves three to eight weeks old. Possibly surgical candidates. If perforated, the prognosis is very poor.

Torsions – Twisted stomach or intestines – These are surgical candidates.

Foreign Bodies – Blockage of the digestive tract with such things as baler twine, hair balls and plastic. These are most often surgical candidates.

Question: I have a cow that is lame. What should I treat it with?

Answer: As with any disease condition, treatment depends on a proper diagnosis. Not all lame animals have foot rot! Other possibilities include: infected sand crack (common), twine wrapped around the foot, nail stuck in the bottom of the hoof, corns, torn knee ligaments, laminitis, arthritis and blackleg. Each one has a different treatment and different prognosis.

If the cow is treated for foot rot and it does not respond in two or three days, then it most likely has been misdiagnosed and should be looked at by your veterinarian.

Question: What can I do to prevent calf scours?

Answer: Once an outbreak of scours starts it is extremely difficult to treat in most circumstances. Prevention is the key and this has to be started well in advance of calving. If the producer’s calves had a problem in the previous year, a diagnosis of the cause of the diarrhea is crucial (Was it E. coli, Rotavirus, Coronavirus, cryptosporidium, salmonella, clostridium perfringens, or coccidiosis?). It is very important that the cow herd is receiving proper nutrition (including vitamins and minerals) well in advance of calving. This, coupled with proper vaccination, will increase the likelihood that the calf will get adequate and good quality colostrum. A calf diarrhea risk assessment and a visit to the farm by your veterinarian to assess the wintering and calving area will go a long way to help prevent this dreaded disease.



Dr. Lloyd Keddie
North Peace Animal Hospital

The Gold Standard



Latest News and Developments



CATTLE LISTINGS MADE EASY

*Further promote your Pfizer Gold calves
by entering your sale in the cattle listings*

It's easy!

- Visit the Pfizer Gold website at www.pfizergold.com
- Click on the Cattle Listings tab on the left of the home page
- To add your own cattle listing click on the icon on the top left hand corner
- A form will be displayed that will allow you to fill out key details such as sale location, sales agent and more!
- You can even add comments with any additional information you feel will help with the sale of your animals for potential buyers.
Plus include up to 2 digital photos!

After you have filled out the form Pfizer will promote your calves on the Pfizer Gold website for up to 30 days before the sale until the day after the sale.

Please post your listing a minimum of 72 hours prior to the sale date to allow for the design and development of your custom page. Keep in mind all producers who are signed up to receive The Gold Standard will personally receive the latest cattle listings on Tuesday of every week. Don't miss out on this opportunity. Post your cattle listing early to take advantage of further promoting your sale!

The cattle listings section also allows you to search for up-coming sales.

Use our search guide to find Pfizer Gold cattle sales.

Search the Pfizer Gold Cattle listings using any 3 search options:

- By region using the drop-down menu to the left.
- By type (i.e. Steers, etc.) using the drop-down menu to the left.
- Click on "Show all listings" to view all current listings.

If you have any questions or need further assistance please contact your local Pfizer Territory Manager or call 1-866-GOLD-007 (1-866-465-3007).

The Gold Standard



Latest News and Developments



PFIZER GOLD SURVEY

Help us make The Gold Standard even better!

Your feedback is very important to us. We hope you enjoyed this issue of The Gold Standard. We would appreciate your comments about this issue and/or future issues of The Gold Standard.

Please take a few minutes to answer our short survey. We would like your feedback on content and quality of this issue. Our goal is to provide a newsletter that is interesting and useful to you. We thank you for your time.

I found the articles in this issue of The Gold Standard to be:

- Highly Informative
- Somewhat Informative
- Not Informative

I think the information contained in The Gold Standard is useful to my operation:

- Totally agree
- Agree somewhat
- Do not agree

What type of information would you like to see in future issues of The Gold Standard?

Your email address

Your feedback is important to us. Thank you!