

The Gold Standard



Latest News and Developments



September 2006

NEWS

Introducing the NEW CattleMaster GOLD FP 5

This fall, producers should take advantage of the new CattleMaster GOLD FP 5 - the next generation of respiratory and reproductive protection for cattle.

It is the only killed BVD viral vaccine that has a label claim for fetal protection from BVD persistent infection and IBR abortion. It also provides protection from both Type 1 and Type 2 BVD with the convenience of a killed vaccine. Read more...



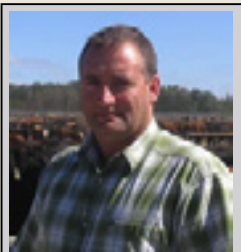
Further promote the sale of your Pfizer Gold calves on-line

With the Pfizer Gold program, not only are your calves well protected from disease – they are well promoted too.

As always, once registered, your Pfizer Gold calves are listed in the buyers search on the Pfizer Gold website. But did you know that you can further promote your calves by adding them to the Pfizer Gold cattle listings? Read more...

PRODUCER PROFILE

Vaccinated calves ease labour shortage at Saskatchewan feedlot



Morris Schuster

Healthy calves make Morris Schuster's life a lot easier. He's the feedlot manager at Birch Island Land and Cattle Company about 30 minutes northeast of Yorkton, Saskatchewan. When calves arrive at his feedlot with shipping fever or get sick during their stay, he needs extra staff to tend to them. As it stands now, he's three people short.

Schuster's been with the company since it opened four years ago. He has an 8500 head, one time capacity on his lot. Business at Birch Island is good but with a strong economy and a booming oil and gas industry out West, finding skilled labour at the feedlot is a challenge. Read more...

ASK YOUR VETERINARIAN

Dr. Dale Scott of Scott Veterinary Services

Dr. Dale Scott, owner and operator of Scott Veterinary Services on Manitoulin Island, answers a few of the top questions he receives from producers.

Dr. Scott has been practicing for 30 years and has conducted numerous seminars on beef and dairy herd management, vaccination protocols, herd nutrition, and neonatal management. He is a member of the Large Animal Issues Committee of the OVMA and a facilitator for the Livestock Medicines Education Program. Read more...

Complete guide of 2006-2007 Pfizer Gold Cattle now available

The new 2006-2007 Pfizer Gold Cattle Guide is now available. It is a complete listing of all Pfizer Gold cattle for buyers. Visit the Pfizer Gold website to search for Pfizer Gold cattle.

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 – 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 you will be up-to-date on Pfizer Gold cattle listings.

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

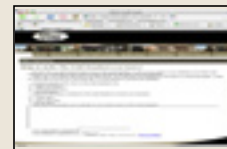
Producers who are signed up to receive The Gold Standard will receive the latest cattle listings every Tuesday throughout the year.

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

Find out how

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).

SURVEY



We want to hear from you! Your feedback is important to us. We hope you enjoyed this issue of The Gold Standard and welcome your comments. Please take a few moments to fill out our on-line survey.. Read more...

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“CattleMaster GOLD minimizes the risk of persistently infected calves being born,” says Dr. Pete Knight, Manager of Veterinary Services, Pfizer Animal Health. “When used according to label directions, it is the only killed vaccine with demonstrated Type 1 and Type 2 BVD fetal protection along with protection against IBR abortions.”

Pfizer Animal Health is committed to enhancing the animal health industry by delivering innovation to the veterinary profession and producers.

Pfizer Animal Health believes your veterinarian is best suited to provide an effective vaccination protocol for your herd. For more information on CattleMaster GOLD FP 5 or other animal health products, please contact your veterinarian.



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Further promote the sale of your Pfizer GOLD calves on-line

With the Pfizer Gold program, not only are your calves well protected from disease – they are well promoted too.

As always, once registered, your Pfizer Gold calves are listed in the buyers search on the Pfizer Gold website. But did you know that you can further promote your calves by adding them to the Pfizer Gold cattle listings? Simply fill out the on-line form to advertise the details of your upcoming sale and include:

- Sale location
- Sales agent name
- Date/time of sale
- Cattle weight
- Vaccination protocol
- Digital photos of your animals

It's a great way to promote your Pfizer Gold calves at sale time. Producers who are signed up to receive The Gold Standard newsletter will receive weekly e-mail alerts with the latest Pfizer Gold cattle listings in their area.

Jason Danard, from The Electronic Auction Market (TEAM), uses the Pfizer website regularly.

"We submit cattle listings all the time," Danard says.

TEAM is an online, interactive marketplace that brings together calves buyers and calves sellers through the power of the Internet. They sell finished cattle, feeder cattle and hold special sales several times a week.

"The Internet is a powerful tool, it provides buyers with the opportunity to bid on quality strings of cattle they would normally not have access to," Danard adds. "The Pfizer cattle listings are a perfect fit for us."

Take advantage of the easy-to-use cattle listings to promote your Pfizer Gold calves to potential buyers. We recommend that you add your listing at least seven days in advance of the sale to maximize this opportunity. Find out how.

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).

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Question: What is your price for Dectomax this fall?

Answer: Coming out of the BSE era and its resulting financial constraints, your question is justified. You are looking for the best product in regards to efficacy and cost-effectiveness. This season will meet your expectations with excellent parasite coverage and extended louse control at a competitive price.

Question: Do I need to treat my cows with an internal parasite and louse control product each year?

Answer: Yes. It is a prudent health management decision to use a parasite control product each fall on all your cows. If you only use a systemic anthelmintic every second or third year, then the worm load burden will rise in the herd, pollute pastures in the summer, and take its toll on the weight performance of nursing calves.

Question: What vaccination program will get me the best prices at the sale this fall?

Answer: Because it has become the norm for calves to be pre-vaccinated, if you do not list one at the time of sale, then your calves may be discriminated against. A bonus price for vaccinated calves is not always evident. It depends largely on the sale, quality, and quantity of calves as well as other economic factors. However, I always advise my producers that if they don't have a vaccination program in place, they will jeopardise getting a good price because they are competing with high quality calves that have been vaccinated.

My recommended vaccination protocol:

- Cows: vaccinate open, with a modified live vaccine for BVD, IBR, PI3, BRSV and *Leptospiriosis* sp. 5-way.
- Calves: vaccinate before turnout to pasture with modified live vaccine for BVD, IBR, PI3, BRSV, *Haemophilus* sp., and the bacterins for *Pasteurella*, Pneumonia, and *Clostridium* sp. including blackleg. A booster is recommended for the above modified live vaccine and the clostridial bacterin when the calves come off pasture in the fall.

If your record of this vaccination protocol accompanies the calves at the sale, then the buyers can be assured that they are getting well-protected calves, ready for arrival at feedlots.



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Schuster's been with the company since it opened four years ago. He has an 8500 head, one time capacity on his lot. Business at Birch Island is good but with a strong economy and a booming oil and gas industry out West, finding skilled labour at the feedlot is a challenge.

"With labour costs the way they are, you've just got to have healthy cattle - not just in this feedlot, but all feedlots," says Schuster. "I mean, if you haven't got the people to take care of sick calves, the healthier ones are worth more to you."

Producers do a lot for their herds, keeping on top of nutrition, management and genetics. But since calves are born with zero immunity against disease, the best way to minimize loss and maximize return is to vaccinate. Schuster has seen the benefits first-hand.

Three years ago, a producer who has been on the Pfizer Gold vaccination program since inception, shipped him 258 calves which were on a truck for seven hours in the rain. "The calves came in fresh off the cow, went to a pen, took to feed and water real good. We only lost one out of the whole works, and that was due to a bloat," says Schuster.

This year more than ever, he is looking for calves who've been vaccinated on a program like Pfizer Gold. "We're getting more and more of a demand for it," he says. "It takes the pressure off of our cattle staff at the busy times of the year. We buy as many calves as we possibly can on the Pfizer Gold program."

"I've got nothing but good things to say about vaccinating. When I can see our pull rates down and see the difference in feed conversions, cost of gains, all that stuff, vaccinating makes a huge, huge difference," says Schuster.

Born and raised in Saskatchewan, Schuster grew up on a mixed farm; he's made his living feeding cattle for 18 years. Over the years the herds have gotten bigger and he's seen cattle move around a lot more. "Freight rates keep going up and cattle travel longer distances than they used to," says Schuster. "It used to be a cow never moved more than fifty miles; now it's nothing to see them move five hundred miles. You have to protect your investment when you're shipping them around that much."

While a great vaccination program can protect your cattle, unfortunately it can't produce more staff. One solution to the ongoing labour shortage is to continue to encourage young people to pursue careers in the industry. Schuster travels to 4-H shows and talks to younger kids about his experiences. He does his best to answer questions and promote benefits of working in the cattle industry.

"There's all sorts of opportunity in this industry," says Schuster. "You will always have feedlots, cow operations and veterinary clinics. It's so important to keep encouraging the kids," he adds.

The labour crunch doesn't discourage Schuster. He is optimistic about finding more cattle staff at his feedlot. "We are three short but we've got some hopefuls this fall, just in time for our busy period," he says.



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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.

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?

Your email address

Your feedback is important to us. Thank you!

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