



November 2005 — Issue #4

NEWS

Cattle Producers Reflect on the Impact of BSE and the Importance of Pfizer's Support

The Pfizer BSE Canadian Cattle Health Credit Program reached its goal of providing producers with financial assistance when they needed it most. For many Canadian cattle producers the BSE crisis meant significant uncontrollable changes to the way they do business and the beginning of a tough road ahead. Read more...

Don't Let Calf Scours Affect Your Bottom Line

One of the biggest concerns among producers during calving is baby calf diarrhea, or calf scours. An outbreak of scours is the cause of more economic losses than that of any other calf disease. It can be extremely costly and time consuming to treat. Read more...

PRODUCER PROFILE

Vold, Jones & Vold Delivering Cattle Marketing Expertise for Generations



Blair Vold

Blair Vold grew up in the business of cattle marketing. He began work at the age of 16, so it seemed natural for him to one day become owner and operator of the family business. Since 1957 Vold, Jones & Vold Auction Co. (VJV) has grown to become a premiere livestock market in the industry. The Ponoka, Alberta operation began with Blair Vold's father Ralph and his brother Harry Vold and two other brothers Bill and Shorty Jones. Over the past 20 years Blair Vold has become the sole owner of VJV, buying out other partners that have been involved. Read more...

ASK YOUR VETERINARIAN

Dr. Harvey Domoslai of the Saskatoon area shares his expertise on a few questions that he is often asked by producers. He gained experience with animals early in life by growing up on a farm in Saskatchewan and currently runs Corman Park Veterinary Services, a mixed animal practice. His practice encompasses mainly cow/calf operations as well as a few feedlots and backgrounders. Read more...



Dr. Harvey Domoslai
Corman Park
Veterinary Services

Check out the 2005-2006 complete guide of Pfizer Gold Cattle now available on the Pfizer Gold website

Visit the Buyers Search section to view it

The new 2005-2006 Pfizer Gold cattle guide is now available in the Buyers Search section of the Pfizer Gold website. This is a complete on-line guide of all Pfizer Gold cattle for buyers.

Visit the Pfizer Gold website at www.pfizergold.com and click on the Buyers Search menu item to search for Pfizer Gold cattle.

Take advantage of the Cattle Listings section for promoting your calves

View the new Pfizer Gold cattle listings on the Pfizer Gold website

In addition to automatically listing cattle in the Buyers Search section the Cattle Listings section is a valuable new way for you to let buyers know when and where you are selling your Pfizer Gold calves.

With fall under way there are new listings of Pfizer Gold Cattle added regularly. Visit the website and take advantage of this easy to use section for promoting your Pfizer Gold calves to potential buyers. **It's as easy as the click of a mouse!** 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 hope that you enjoyed the fourth issue of The Gold Standard. As this is a new feature for Pfizer Gold customers, we would appreciate your comments about The Gold Standard. Read more...

The Gold Standard



Latest News and Developments



[Home](#) [Registration](#) [Why Pfizer Gold?](#) [In the News](#) [e-Newsletter](#) [Buyer's Search](#) [Cattle Listings](#) [Contact](#)

NEWS

Cattle Producers Reflect on the Impact of BSE and the Importance of Pfizer's Support **The Pfizer BSE Canadian Cattle Health Credit Program reached its goal of providing producers with financial assistance when they needed it most.**

For many Canadian cattle producers the BSE crisis meant significant uncontrollable changes to the way they do business and the beginning of a tough road ahead. Following the announcement that a Canadian cow tested positive for BSE, the cattle industry faced a two year struggle to re-build consumer confidence in their product and to re-open the closed border. Producers worked to develop ways that would help their business cope with the uncertain future of the industry.

When the news broke Pfizer Animal Health wanted to ensure that producers were going to be able to continue managing herd health and maintain the quality of Canadian beef. They developed the Pfizer BSE Canadian Cattle Health Credit Program to provide producers with the financial support to do so. Pfizer partnered with Canadian veterinarians eager to deliver the program.

Pfizer realized that the BSE situation placed significant financial strain and pressure on Canada's cattle producers. With this in mind they developed the BSE program, which provided rebates directly to producers from Pfizer's herd health management products, to reflect current market conditions. "By offering producers this program, Pfizer's goal was the health of cattle herds across Canada and ultimately to ensure that the beef industry remained viable and healthy," says Norm Castator, Market Manager - Beef, Pfizer Animal Health.

Stan Jacobs of Douglas Lake Cattle Company saw a lot of value in the program, and appreciated the support. Jacobs felt, "the Pfizer BSE Canadian Cattle Health Credit program was substantial, Pfizer stepped right up and it was quite beneficial. It didn't matter if you had 200 or 7,000 head, right off the top Pfizer was taking money off vaccinating every cow on your ranch."

Douglas Lake Cattle Company in Douglas Lake, British Columbia runs approximately 7,000 mother cows and a yearling operation that runs about 6,000 yearlings. Jacobs has been with Douglas Lake for 18 years and has been a Pfizer customer for 10 years.

Jacobs says that when the news of BSE broke "we did what everybody else was doing at that time – we tightened up our marketing budgets and kept expenses to a minimum." He says that the Pfizer BSE program benefited Douglas Lake Cattle Company because "it added money right to the bottom line during a time when there wasn't a lot of money to add to the bottom line. I felt it was quite significant and generous."

Pfizer's original commitment was forecasted to provide 1 million dollars in support to producers. After the program's first year the industry was still facing a challenging future and Pfizer remained committed to producers until the border opened. Castator says, "We felt it was necessary to continue providing producers with affordable herd health products during this challenging time, to maintain long-term stability in the marketplace." The program was operational for two years and in total Pfizer rebated over 3.5 million dollars directly back to Canadian cattle producers.

"Through these tough times Pfizer was the only company that supported us and our industry with a rebate during the BSE crisis, this program was truly appreciated by us," says Matt Williams, Ranch Manager of Nicola Ranch located in the heart of British Columbia's Nicola Valley. Nicola Ranch runs predominantly Black Angus cattle as well as a small specialized Waygu herd.

"While other input costs went up, Pfizer kept their prices in line and supplied producers with a rebate," said Williams. "Pfizer stands alone and their support has made us a lifetime customer."

This past July the border opened to live Canadian cattle under 30 months of age and gave everyone a sense of relief and optimism. Partial resumption of trade is a step in the right direction for a healthy and thriving Canadian cattle industry. Producers are optimistic that the future of the Canadian cattle industry is bright. Castator says "Pfizer is proud to have been able to provide support to producers during this difficult and challenging time. Pfizer remains committed to the Canadian cattle industry, now and in the future."

Jacobs is pleased to see the market gaining strength again. However, he says, "There are still a lot of hurdles to overcome, it is still not easy." Williams says, "The U.S. will always be an extremely important market for our industry and we need to do whatever we can as an industry to ensure that market is secure."

© 2001 - 2005 Pfizer Canada Inc. | [Privacy Policy](#)

If you would like to unsubscribe from future marketing e-mail communications please [click here](#)
Or unsubscribe by sending an email to pfizergold@350t.com with "UNSUBSCRIBE" as the subject line of the message.

To unsubscribe via postal mail, please contact us at:
Pfizer Canada Inc., 17300 Transcanada Hwy, Kirkland, QC H9J 2M5
Please include the email address which you have been contacted with.



NEWS

Don't Let Calf Scours Affect Your Bottom Line

One of the biggest concerns among producers during calving is baby calf diarrhea, or calf scours. An outbreak of scours is the cause of more economic losses than that of any other calf disease. It can be extremely costly and time consuming to treat.

Calves have a vulnerable immune system for the first few weeks of life. They are not able to fight off the viruses, parasites and bacteria which are the primary causes of scours. Depending on the age of the calf and the environmental conditions, each infectious agent may cause different degrees of diarrhea.

Affected calves may become severely dehydrated making them vulnerable to other dangerous and even deadly infections. Calves that do survive scours often fail to reach their full potential due to poor performance and slow growth.

Preventing Scours

An outbreak of scours is caused by many factors; these are both infectious and non-infectious. To prevent scours, it is important to understand the various components involved and to have a comprehensive health care program in place that reduces environmental stress, optimizes nutrition, and protects against infection.

“Because there are so many factors involved with this disease, vaccination alone will not suffice,” says Dr. Pete Knight, Senior Manager of Technical Service, Cattle Products, Pfizer Animal Health. “Vaccinating is just one preventative method that is important but proper management is also extremely important.”

There are many management factors that can compromise your herd health program and contribute to an outbreak of scours. These factors include inadequate colostrum, nutritional problems, difficult calving, poor sanitation and weather conditions, such as wind, rain and snow.

Ensuring the birth of a healthy calf starts with the dam. Antibodies will develop in the colostrum based on her exposure to pathogens. If exposure occurs during pregnancy there is a greater chance her colostrum will contain more of the necessary protective antibodies for her unborn calf.

Adequate ingestion of colostrum is a key factor in ensuring a healthy calf. As a general rule, a calf should receive about 10% of its body weight in colostrum. It is high in the antibodies that are needed to provide maternal immunity for the calf until they can develop their own active immunity.

“The timing of the colostrum is a key factor in prevention,” says Dr. Knight. Ingestion of colostrum ideally should be within six hours of birth but must occur within the first 12 – 18 hours of life.

It is also important to reduce stress factors on the newborn calf. This includes ensuring the calf's area is dry, clean and protected from the wind. Calves can handle extreme temperatures if they are kept dry and out of the wind.

By understanding all of the factors involved and practicing proper management, the risk of scours affecting your bottom line will be minimized.

The Gold Standard



Latest News and Developments



[Home](#) [Registration](#) [Why Pfizer Gold?](#) [In the News](#) [e-Newsletter](#) [Buyer's Search](#) [Cattle Listings](#) [Contact](#)

PRODUCER PROFILE

Vold, Jones & Vold Delivering Cattle Marketing Expertise for Generations

Blair Vold grew up in the business of cattle marketing. He began work at the age of 16, so it seemed natural for him to one day become owner and operator of the family business. Since 1957 Vold, Jones & Vold Auction Co. (VJV) has grown to become a premiere livestock market in the industry. The Ponoka, Alberta operation began with Blair Vold's father Ralph and his brother Harry Vold and two other brothers Bill and Shorty Jones. Over the past 20 years Blair Vold has become the sole owner of VJV, buying out other partners that have been involved.

Vold has always had an interest in the operation. The Vold family passion for the cattle business has been going on for 100 years. It has been passed down through the family for generations. "My son has just recently started to take over the business," says Vold. "He will be the third generation in my family."

The business has expanded over the years and has had to adjust to changing technology. VJV has partnerships with a satellite livestock auction broadcast that enables buyers from all over North America to purchase their cattle. And this past spring VJV purchased another auction market which Vold is looking forward to. "Marketing is our forte," says Vold. "It is our job to market the cattle for the ranchers and the feedlots."

Over the years VJV has had their share of successes and challenges. BSE cost VJV approximately 30% of their business due to farmers and feedlots re-locating their business and their marketing plans to suit the programs put in place by the government. "BSE hurt the marketplace for live cattle and we lost customers because a lot of people decided to finish their livestock," says Vold.

Two years ago, post BSE was the biggest year at VJV, selling 260,000 head of cattle through their live market. In addition, the Canadian satellite livestock auction sold approximately 160,000 head. Their satellite auctions covered predominantly British Columbia out into Manitoba and prior to BSE they were selling into Northern Montana, Northern Washington and Idaho. VJV set up an office in the U.S.A. when they were able to sell calves across the border. Business has started to get back to normal for VJV now that the borders are open to 30 month old cattle or younger. Vold is feeling optimistic about the future.

However, Vold says that it is going to be interesting to see how the over supply of butchered bulls and older cattle is dealt with. "When more markets open up in the world we will gather them up but in the short term it is going to be a longer road for the older cattle," says Vold. "BSE has changed the marketing of our livestock. There is more awareness of the health records of cattle; it is a new world out there."

In addition to running the auction markets, the Volds are also ranchers. They operate Big Valley Ranch which runs approximately 700 Angus based cows and Limousin based cows. The Douglas Lake calves and yearlings also sell on satellite. "The Douglas Lake calves sell the first part of November and we put about 2500 calves that are on the Pfizer Gold program on our satellite," says Vold. "They are sought after and we get a lot of repeat buyers. The calves have great results as far as health." He says, "We list PG under their health and I have had several conversations with calf lots and they want these shots and a health protocol done."

With the new Canadian Cattle Identification Agency (CCIA) database everything needs to be recorded and Vold feels that "we are probably going to see calves going to more health trace back certificates along with age verification down the road. I can imagine a health protocol coming down with these calves and I am sure PG calves will be attractive."

Vold Jones & Vold Co has faced many challenges with their business and the industry has changed over the years. With a history that dates back over a century the business continues to be family owned and operated. It is being passed on to a new generation as it continues to grow and offer a valuable service to the cattle industry.

© 2001 - 2005 Pfizer Canada Inc. | [Privacy Policy](#)

If you would like to unsubscribe from future marketing e-mail communications please [click here](#)
Or unsubscribe by sending an email to pfizergold@350t.com with "UNSUBSCRIBE" as the subject line of the message.

To unsubscribe via postal mail, please contact us at:
Pfizer Canada Inc., 17300 Transcanada Hwy, Kirkland, QC H9J 2M5
Please include the email address which you have been contacted with.



ASK YOUR VET

Dr. Harvey Domoslai, Corman Park Veterinary Services

Dr. Harvey Domoslai of the Saskatoon area shares his expertise on a few questions that he is often asked by producers. He gained experience with animals early in life by growing up on a farm in Saskatchewan and currently runs Corman Park Veterinary Services, a mixed animal practice. His practice encompasses mainly cow/calf operations as well as a few feedlots and backgrounders.

Question:

I've vaccinated my calves at spring turnout with a modified live product containing IBR, BVD, PI3, BRSV as well as Pasteurella and Haemophilus. I plan to wean my calves shortly and will likely feed them for a month or so until I sell them. Do I need to re-vaccinate or boost these calves?

Answer:

Vaccinating a calf at less than 3 months of age is likely not completely protective. I recommend giving a follow-up shot at weaning or preferably just prior to weaning. We've seen good results with home raised calves in a low stress situation doing well with just the initial vaccine and sold after a short stay on feed. In situations where new calves will be mixed in or the calves might over-winter, we always recommend a fall follow-up shot with the multi-valent modified live product.

Question:

I'm filling my pens with bought calves and they are sick on arrival or shortly after arrival prior to me being able to process them. Should I wait until they're better or vaccinate them on arrival?

Answer:

The question becomes whether or not vaccinating calves that are incubating or showing sickness have the potential to contract real disease by further stressing the immune system. This is a fact but the other fact is that your calf will face a host of disease agents in the first month of feedlot life. It's a race against time to introduce a vaccine to the calf prior to its exposure to the real disease. The answer is vaccinate as soon as possible.

Question:

I just bought some bred heifers and want to introduce them to my herd. I'm unsure of the vaccination status of the animals that I purchased. What should I do?

Answer:

Isolate and vaccinate them with a killed IBR, BVD product. In three weeks boost them with the same product. If the heifers are healthy after an additional week, introduce them to the main herd.



Dr. Harvey Domoslai
Corman Park Veterinary Services

The Gold Standard



Latest News and Developments



[Home](#) [Registration](#) [Why Pfizer Gold?](#) [In the News](#) [e-Newsletter](#) [Buyer's Search](#) [Cattle Listings](#) [Contact](#)

How to add my Pfizer Gold calves to the Cattle Listings section of the website

- Visit the Pfizer Gold website at www.pfizergold.com
- Click on the Cattle Listings tab at the top of the home page [Cattle Listings](#)
- The Cattle Listings page will contain a few options:
 - Add your own cattle listing – 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 you can **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.

Looking for a sale?

Use our search guide in the Cattle Listings section of the website to find Pfizer Gold cattle sales.
Search the Pfizer Gold Cattle listings – We offer 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)**.

© 2001 - 2005 Pfizer Canada Inc. | [Privacy Policy](#)

If you would like to unsubscribe from future marketing e-mail communications please [click here](#)
Or unsubscribe by sending an email to pfizergold@350t.com with “UNSUBSCRIBE” as the subject line of the message.

To unsubscribe via postal mail, please contact us at:
Pfizer Canada Inc., 17300 Transcanada Hwy, Kirkland, QC H9J 2M5
Please include the email address which you have been contacted with.

The Gold Standard



Latest News and Developments



[Home](#) [Registration](#) [Why Pfizer Gold?](#) [In the News](#) [e-Newsletter](#) [Buyer's Search](#) [Cattle Listings](#) [Contact](#)

PFIZER GOLD SURVEY

Help us make The Gold Standard even better!

We hope you enjoyed the fourth issue of The Gold Standard. As this is a new feature for Pfizer Gold customers, we would like to know what you liked and did not like about The Gold Standard. Your feedback is very important to us.

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

Submit

Your feedback is important to us. Thank you!

© 2001 - 2005 Pfizer Canada Inc. | [Privacy Policy](#)

If you would like to unsubscribe from future marketing e-mail communications please [click here](#)
Or unsubscribe by sending an email to pfizergold@350t.com with "UNSUBSCRIBE" as the subject line of the message.

To unsubscribe via postal mail, please contact us at:
Pfizer Canada Inc., 17300 Transcanada Hwy, Kirkland, QC H9J 2M5
Please include the email address which you have been contacted with.