



October 2005 — Issue #3

NEWS

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When a single case of mad cow disease was discovered in May of 2003 Pfizer Animal Health partnered with veterinarians across Canada for a program that would ensure herd health in Canada and ultimately maintain the superior quality of Canadian beef. [Read more...](#)

PRODUCER PROFILE

Going the Distance



Rod Warren

Rodeo Cowboy From Big Valley, Alberta Partners with Pfizer Animal Health

The life of a rancher, rodeo cowboy and family man keeps Pfizer Gold producer Rod Warren very busy. Warren competes in approximately 100 rodeos every year, requiring extensive travel, all the way from Florida to Northern Alberta. It is a full time job for Warren who says, "I've won a year's lease on three trucks, and each time I've turned them in they've had 150,000 km on them." [Read more...](#)

ASK YOUR VETERINARIAN

Dr. Gary Harbin took the time to provide readers of The Gold Standard with the top three questions that he is currently being asked by his clients. Dr. Harbin has been in Veterinary practice for 35 years at Ponoka Veterinary Clinic in Ponoka, Alberta. [Read more...](#)



Dr. Gary Harbin

SURVEY



We hope that you enjoyed the third issue of The Gold Standard. As this is a new feature we are offering to our Pfizer Gold customers, we would like to know what you liked and did not like about The Gold Standard. [Read more...](#)

Pfizer Gold producers have another option for promoting their cattle on-line.

Producers who are registered under the Pfizer Gold program automatically have their cattle listed in the **Buyers Search** [Buyer's Search](#) section of the Pfizer Gold website.

New for 2005 is the **Cattle Listings** [Cattle Listings](#) section, providing buyers with an easy way to search for Pfizer Gold cattle and independent sales.

Buyers Search – A complete guide of all Pfizer Gold Cattle

Just in time for fall, the on-line Pfizer Gold cattle guide has been updated for 2005-2006 and is now available in the Buyers Search section of the Pfizer Gold website.

The Buyers Search section is updated every fall, and will be available for the full year on the Pfizer Gold website. This section offers a **complete 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. You have three search options available – commercial breeds, purebreds or search by producer name.

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).

Cattle Listings – Search for additional Pfizer Gold cattle sales or advertise your sale

As a valued Pfizer Gold producer we are providing an easy tool to promote your Pfizer Gold calves to potential buyers. This is a new way for you to let buyers know when and where you are selling your Pfizer Gold calves.

Take advantage of promoting your Pfizer Gold calves - let us help you attract potential buyers! It's as easy as the click of a mouse! [Find out how...](#)

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Within this line the Bovi-Shield GOLD Fetal Protection products offer a complete protection program starting prior to breeding and conception, continued through to the nursing calf. Bovi-Shield FP is powerful protection for the next generation with proven protection against a virulent Canadian Type 2 BVD strain/challenge. They deliver a high level of protection against reproductive and respiratory diseases when animals need it most prior to periods of peak stress. This new line of modified-live vaccine protection is safe in pregnant cows provided label directions are followed and they were vaccinated with one of the following products in the past 12 months:

- Bovi-Shield FP™ 4 L5
- Bovi-Shield FP 4 VL5
- Bovi-Shield GOLD FP 5 L5
- Bovi-Shield GOLD FP 5 VL5
- PregGuard® FP 9
- PregGuard GOLD FP 10

This is the only vaccination line providing a Fetal Protection claim against both BVD persistent infection and IBR abortion. Dr. Pete Knight, Senior Manager of Technical Service, Cattle Products, Pfizer Animal Health says, "If utilized on cows pre-breeding, this new technology can also be used to vaccinate nursing calves."

Bovi-Shield GOLD is safety you can trust and protection you can depend on. 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 Bovi-Shield GOLD or other animal health products, please contact your veterinarian or Pfizer Territory Manager.

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NEWS

Pfizer BSE Canadian Cattle Health Credit Program

When a single case of mad cow disease was discovered in May of 2003 Pfizer Animal Health partnered with veterinarians across Canada for a program that would ensure herd health in Canada and ultimately maintain the superior quality of Canadian beef. Pledging financial assistance initially of at least one million dollars, Pfizer offered Canadian producers and feedlots significant support with the purchase of vaccines and DECTOMAX* through the Pfizer BSE Canadian Cattle Health Credit program.

To date Pfizer will provide over **3.5 million dollars of financial support** through the BSE crisis. After two years of support the Pfizer BSE Canadian Cattle Health Credit program has come to a close. All forms had to be submitted by September 15, 2005.

Pfizer delivered on its promised commitment by providing over 1.7 million dollars to producers, backgrounders and feedlots in its first year. As tough economic times continued Pfizer remained committed to the Canadian cattle industry.

Pfizer was the only corporate industry partner to provide Canadian cattle producers with financial support during the BSE crisis with the assistance of Canadian veterinarians.

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PRODUCER PROFILE

Going the Distance

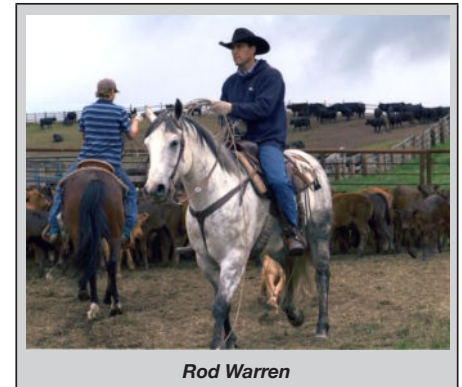
Rodeo Cowboy From Big Valley, Alberta Partners with Pfizer Animal Health

The life of a rancher, rodeo cowboy and family man keeps Pfizer Gold producer Rod Warren very busy. Warren competes in approximately 100 rodeos every year, requiring extensive travel, all the way from Florida to Northern Alberta. It is a full time job for Warren who says, "I've won a year's lease on three trucks, and each time I've turned them in they've had 150,000 km on them."

Warren competes in the saddle bronc riding and steer wrestling competitions in Canada and the United States. He has had an impressive career to date - winning 12 Canadian championships. In Canada he has won the Calgary Stampede's \$50,000 bonus round twice - in 1992 and 2003. In the U.S, Warren qualified for the National Rodeo Final in Las Vegas 10 times and has won the average title three times.

The official rodeo season starts in January and is over the first of November, but then Warren is off to the Canadian finals in November and then the national finals in Las Vegas for 10 days in December.

Competing in rodeos is very physical and can be hard on the body, so competitors need to stay in shape to compete. Although Warren has been lucky and escaped a few major injuries, his line of work is quite dangerous, as he explains what happened at a recent rodeo: "Just the other day, the horse came out of the chute and flipped over backward. He hit the ground hard, broke my saddle in half and nearly broke my leg."



Rod Warren



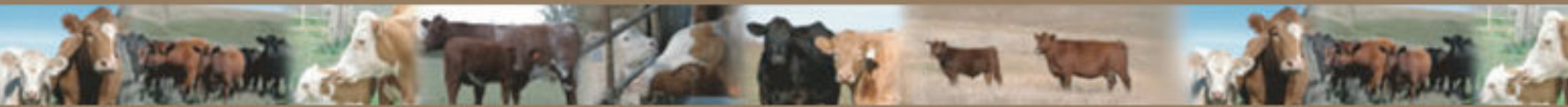
That's the reality of participating in this exhilarating sport. "I tore the abductor muscle in my leg and it has just healed," said Warren. "It seems guys in the rodeo are always having injuries of that calibre, we seem to always be threatened with injuries of some sort."

Warren has been a rodeo cowboy since 1988 and is contemplating his last year competing in the U.S. "I'm going to stay in the rodeo in Canada for a few years," says Warren. "With steer wrestling, you can compete until you're a little bit older. I'm 37 now and in saddle bronc riding you can go to however old you want."

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ASK YOUR VET

By Dr. Gary Harbin, Ponoka Veterinary Clinic in Ponoka, Alberta

Dr. Gary Harbin took the time to provide readers of The Gold Standard with the top three questions that he is currently being asked by his clients. Dr. Harbin has been in Veterinary practice for 35 years at Ponoka Veterinary Clinic in Ponoka, Alberta. This area in central Alberta is comprised primarily of commercial cow/calf operations and feedlots. Ponoka Veterinary Clinic's mixed animal practice concentrates primarily on herd health preventative medicine programs.

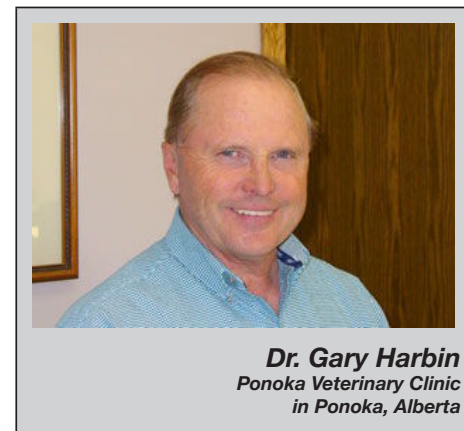
Question: Timing, January – February – March
My cows start calving in two months. Do I need to vaccinate the cows?

Answer:

We would recommend vaccinating to prevent scours in calves caused by E. coli; Rota virus, Corona virus, and Cl. Perfringens bacteria.

If this is the only time of the year a cow will get vaccinated then we would recommend an IBR-BVD vaccine safe in pregnant cows and an 8 way clostridial vaccine.

Heifers and cows that have never been vaccinated need a booster at least two weeks before the start of calving season.



Question: Timing, June – July
What vaccine do I need to vaccinate the cows, what vaccine do I need to vaccinate the calves?

Answer:

The cows could be vaccinated with a modified-live IBR-BVD vaccine, at least three weeks before breeding. The calves could be vaccinated with an 8 way clostridial vaccine, pasteurella/hemophilus vaccine and a modified-live IBR-BVD-PI3 + BRSV vaccine. At Ponoka Veterinary Clinic we try to teach our clients that preventive medicine in the feedlot begins with the cow herd, especially when you are talking about preventing BVD.

This would be a good time to treat the calves with an endectocide. Vaccination of the cows at this time is aimed at fetal protection to prevent acute BVD, and birth of PI calves.

Vaccination of the calves at this time does a lot to prevent the summer pneumonia syndrome we see in beef calves on pasture, and program the calves' immune system for the booster vaccination at weaning time.

Question: Timing, October
I am going to wean the calves and put them in a feedlot. What do I need to vaccinate the calves? In November I am going to pregnancy test the cows. Would it be possible to vaccinate the cows at this time?

Answer:

Calves being weaned and going into a feedlot would be given boosters of the same vaccines given at branding time. This program provides the greatest immune response and the "bang for your buck" towards preventing BRD syndrome in the feedlot calves.

Vaccinating the cows at preg testing time is not optimal; it is too late to provide much fetal protection against BVD, and is too far from the next breeding season to provide maximum immunity.

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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)**.

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PFIZER GOLD SURVEY

Help us make The Gold Standard even better!

We hope you enjoyed the third 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!

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