

# Bairnsdale local is 1 of 12 selected for Round 1 of the national Multimin Performance Ready Challenge

Virbac Australia announces the first challengers to take part in this year's innovative Multimin Performance Ready Challenge.

Animal health company Virbac Australia is excited to announce the first challengers to take part in the 2020/2021 Multimin Performance Ready Challenge (MPRC) – a 12-month program that will see up to 75 Australian farmers experience firsthand the benefits of trace mineral management at high demand production times in sheep and cattle.

The company has reported receiving an overwhelming response from top-quality beef, sheep and dairy producers, all hoping to take part. Following the selection of 13 entrants to the first round, each challenger will be guided by veterinarians and livestock nutrition experts, while also working closely with their local Virbac representative, as they use their supplies of Multimin to test the effects on animal fertility, health and ultimately their financial bottom-line.

Challengers will then go into the running to win an overseas trip for two to the USA tailored to their professional development and farming system, plus a 12-month supply of Multimin. Second and third runners up will also receive six months of free Multimin.

Round one challengers have been named as Ben Pender – Bairnsdale, VIC, Peter Fort – Byaduk North, VIC, Debbie Geddes – Mudgegonga, VIC, Rosie Davenport – Derby, TAS, Bill Mitchell – Aberfoyle, NSW, Tim Reid – Roslyn, NSW, Tim Phelan – Clarence Town, NSW, James Burge – Cootamundra, NSW, Adam Coffey – Miriam Vale, QLD, Colin Burnett – Julia Creek, QLD, Rodney Blanch – Manango, QLD, James Morris – Narrikup, WA and Brett Shephard – Kybybolite, SA – and as Dr Jerry Liu, Multimin Marketing Manager explains, “this is a fantastic opportunity for our first challengers to gain expert support from some of Australia’s most experienced animal experts as they hone their operations.”

Rosie Davenport from Derby in Tasmania spoke of her reaction to the news. “I’m very excited to be included in this year’s Multimin Challenge,” she says. “I am looking forward to receiving advice from the Multimin experts on how to raise healthier stock by using Multimin on a regular basis.”

“I’ve read a fair bit about this mineral injection,” says challenger Brett Shepard, from Kybybolite, South Australia “but up til now I haven’t had the opportunity to really study the benefits from up close. I’m looking forward to seeing how it performs.”

Two challengers from each of the four rounds will be selected and go on to compete in the finals with the winning challenger chosen by a panel of expert judges. In addition a national “People’s Choice” winner from the eight finalists will be chosen by the public and awarded a further six month supply of Multimin.

This first round will also see local dairy producer Ben Pender of Bairnsdale, VIC participate and share his journey and results using Multimin in his dairy operation. Ben, his partner Emma and their two boys Josh and Mason run a dairy operation on a 180-hectare property in Linden. They are currently milking 190 cows with replacements run on farm and outblock, they calve seasonally, starting in Autumn (around the first week of March) for around 8 weeks and start joining in late June. Their goals taking part in the challenge include increasing fertility, conception, and productivity, and increasing immunity, health and productivity.

Participants are encouraged to share their journey online via the dedicated Multimin Performance Ready facebook group, where interested farmers can follow the challenge and also read more about each of the challengers:

[facebook.com/groups/multimin](https://facebook.com/groups/multimin)

The first round of participants may have already been chosen – but the challenge remains open for applicants hoping to compete for places in rounds two, three and four. Anyone interested in winning the experience of a lifetime tailored to their professional development and farming system, plus 12 months’ worth of Multimin is invited to apply at [www.multiminchallenge.com](http://www.multiminchallenge.com).

## About Multimin

Virbac’s Multimin Injection is a trace mineral top up that rapidly increases trace mineral levels in cattle and sheep for use during high demand periods.

Providing selenium, copper, manganese, and zinc at strategic times of the production cycle has been shown to improve livestock health and fertility, thus optimising livestock productivity.

Ends

Media Enquiries:

Kyleen Partridge - C7EVEN COMMUNICATIONS

(02) 6766 4513 | 0467 612 224

kyleen.partridge@c7even.com.au

Please note profile introductions of each challenger are also available.

SUPPLIED PHOTO CAPTION: This first round will see local dairy producer Ben Pender of Bairnsdale, VIC, participate and share his journey and results using Multimin.

### **Contacts**

Adam Arndell

0267664513

mailto:

Luci Smith

0267664513

mailto: luci.smith@c7even.com.au

Zoe Warden

0267664513

mailto:

Courtney Renshaw

0267664513

mailto:

Kyleen Partridge

0267664513

mailto: