

Cootamundra 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 producer James Burge participate and share his journey and results using Multimin in his livestock operation. James is a farmer in the Cootamundra region with his wife Sally. They run a mixed farming enterprise, including 1200 Composite Ewes, 2100 Merino Ewes and a cropping program including wheat Canola and Barley. Sally is a local Vet who handles large and small animals along with a reproduction in Horses. This is James’s first year using Multimin and he hopes by competing in the challenge that he can see results such as having healthy rugged sheep with a low mortality rate. 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://www.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. 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 mixed farming operator James Burge from Cootamundra, NSW participate and share his journey and results using Multimin in his livestock operation.

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