

Livestock trace mineral challenge – Entries closing soon!

There are less than 10 days left to enter Virbac Australia's \$34,000 Multimin Performance Ready Challenge. Widespread rain and storms providing useful falls across QLD, NSW and Victoria over the past week has re-built graziers' confidence to improve the condition of their drought-affected stock and one leading animal health company want to assist producers to do this. If your goals are to improve the health and productivity of your livestock, then this is the perfect opportunity. With less than 10 days to go, beef, sheep and dairy producers are being encouraged to get their entry in for Virbac Australia's Multimin Performance Ready Challenge, focused on the effective use of trace mineral injections for cattle and sheep. As part of the Challenge, up to seventy-five producers will receive discounted Multimin product in exchange for sharing their experiences and results from following a Multimin program, and one lucky competing individual or team will win an overseas study tour and free Multimin product. With the total prize pool valued at more than \$34,000, the prize will offer professional development tailored to the winner and their enterprise. "Current entries across all states indicate that round one of the Multimin Challenge will be full of healthy competition among cattle and sheep producers," said Dr Jerry Liu, Nutritionist and Livestock Nutrition Marketing Manager at Virbac Australia. Last year's Multimin Challenge saw Renee Murfett, dairy producer from Framlingham, Victoria take out first prize. "With the guidance of Multimin Challenge experts, we ran a trial on our calves to see what effect Multimin may have on their general health and disease rates. The trial confirmed the critical roles that trace minerals play in immunity and animal health, and we certainly saw improvements in our calves within the first 12 weeks of treatment. Optimisation of trace minerals at high demand time points provided us with improved animal health and productivity," Renee said. Virbac Australia have brought together some of Australia's best vets and livestock nutrition experts to work with the challengers. The panel of experts will use their experience to guide and judge the challengers as well as share their knowledge and advice with Multimin Challenge followers. "All in all, the competition is perfect for any livestock producer wanting to work with some of Australia's most experienced livestock nutritionist experts. They will have the opportunity to improve conception rates and immune function, as well as see tighter calving intervals, reduced disease, and better general health in 2020. And in some situations, I've seen weight gain benefits in prime lamb and beef cattle," said Multimin Challenge expert Dr Graham Lean, Principal Consultant at Agrivet Business Consulting. Round one entries are closing soon on Friday 31st January for those producers wanting to compete in March to June. Now is the time to nominate a mate or enter yourself at multiminchallenge.com Ends Media Enquiries: Kate Munsie - C7EVEN COMMUNICATIONS (02) 6766 4513 / 0421 935 843 kate.munsie@c7even.com.au Photo captions: 1. 2019 Multimin Challenge Winner, Renee Murfett, Victoria 2. Dr Graham Lean, Principal Consultant at Agrivet Business Consulting

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