

Target Beef event supports Rockhampton producers in the fight against ticks

Virbac Australia's Target Beef program event has just wrapped up, with attendees describing the morning's proceedings held last Thursday in Mount Gardiner, QLD as a golden opportunity to learn more about parasite management, with a special focus on the correct application methods and improving the immunity and health of cattle in the Rockhampton region. The Target Beef animal health initiative is aimed at optimising the health and performance of livestock at three key stages of the production cycle; pre-joining, pre-calving and weaning - by focusing on how we can increase productivity by managing drench resistance, and improving health and reproduction through strategic topping up of trace minerals and an effective vaccination program. The program brings together industry experts, veterinarians and producers to improve on-farm productivity and profitability through leading animal health management practices and industry benchmarks. Key speakers at the event included Prudence Barwick from Gallagher and Virbac Australia Area Sales Manager Victor Moffroid. Victor demonstrated the correct application method for injectable long-acting drenches and injectable trace mineral supplements as well as identify the best broad spectrum long-acting drench and trace mineral supplements to support stock at critical times in their development. The event was held on local Brahman breeder Tim Olive's property "Apis Creek". Tim runs over 3,500 head of cattle and has used Multimin and Webster's 5in1B12 for the bottom 10-20% of his steers when inducting into the feedlot. Tim described the event as a great opportunity to learn more around the best times to use Multimin trace mineral product. "Multimin and Webster's 5in1B12 has helped to increase weight gain and performance results in my herd. We've seen massive benefits with the bottom 10% of the Multimin treated steers almost overtaking the untreated steers in their feeding lot. We now look forward to seeing the results after using these products in our breeding stock." Joe Olive from "Nullegai" at Marlborough also attended Thursday's event and explained why he was excited to be a part of the Virbac Target Beef program. "An interesting part of the talk was about the benefits of using Multimin trace mineral injection in bulls to achieve a 22% more sperm count when treating 3 months prior to joining and also the Cydectin Long Acting protection claims against external parasites. I will now use Multimin in my bulls and heifers twice a year and Cydectin LA for tick control in my Charolais and Dairy herds," Joe said. "We encourage all attendees to continue monitoring their cattle throughout the duration of the program," said Victor. "Hopefully this has been a useful discussion for the group, and it's given them some useful information to now go out and act on." Virbac will be hosting further Target Beef and Target Sheep events throughout Australia in the coming months. For more information, visit <https://au.virbac.com>, follow Virbac Australia on Facebook or Instagram or call 1800 242 100. Ends Media Enquiries: Kate Munsie - C7EVEN COMMUNICATIONS (02) 6766 4513 / 0421 935 843 kate.munsie@c7even.com.au Adam Arndell - C7EVEN COMMUNICATIONS (02) 6766 4513 / 0403 372 889 adam.arndell@c7even.com.au Photo captions: Virbac Australia Area Sales Manager Victor Moffroid with local Brahman breeder Tim Olive Virbac Australia Area Sales Manager Victor Moffroid with Joe Olive

Contacts

Adam Arndell
0267664513

[mailto:](mailto:adam.arndell@c7even.com.au)

Kate Munsie
02 6766 4513

[mailto:](mailto:kate.munsie@c7even.com.au)