



## MEDIA RELEASE

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### **Virbac Australia challenge producers in 12 month livestock performance challenge**

Sheep and cattle producers across Australia will soon have the chance to be part of a unique program designed to improve animal growth, fertility and ultimately their financial bottom-line.

From 1 December 2017 Virbac Australia will invite sheep, beef and dairy producers to nominate for the *Multimin* Performance Ready Challenge - a 12 month program focussed on the effective use of trace mineral injections for cattle and sheep. As part of the Challenge up to seven producers will be selected to document their progress and share their experiences using *Multimin* with the ultimate prize of an experience of a lifetime overseas trip. Valued at more than \$21,000, the prize will offer professional development tailored to the winner and their enterprise.

“We want to work with sheep, beef and dairy producers from across Australia in a challenge to see how significantly they can improve fertility, animal health and ultimately herd performance with the use of *Multimin*,” said Dr Jerry Liu, Nutritionist and Livestock Nutrition Product Manager, Virbac Australia.

“We know that during high demand periods such as joining, weaning and birthing, animals have elevated requirements for trace minerals. *Multimin* injections are designed to rapidly and effectively top up trace minerals to get stock performance ready.

“The results we expect are better conception rates, tighter calving and lambing intervals, improved immune function, reduced disease and treatment costs, and better general health.

“By working with producers in this way, we will be able to see and document just how much they can increase fertility and productivity,” he said.

The successful applicants for the *Multimin* Performance Ready Challenge will receive an on-farm assessment and analysis, a free 12 month supply of *Multimin*, an iPad to capture and document their progress and 12 months support from some of Australia’s most renowned vets.

“We want to watch the progress of each producer using *Multimin* through video blogs and social media so that other producers and industry experts can share the experience and monitor results. During the challenge, producers will gain knowledge they can communicate with other producers across the country.

“As part of the program, producers will have the support and expertise of some of Australia’s most experienced animal experts to hone their operations. These professionals will work with the challengers to improve and optimise animal productivity,” Dr Liu said.

Experts include, Dr Craig Dwyer, Veterinarian and President of Australian Cattle Vets. Dr Dwyer has a particular interest in cattle nutrition, reproduction and bull fertility.



Dr Colin Trengove, Veterinarian and Managing Director, Pro-Ag Consulting. Dr Trengove has more than 30 years experience working in whole farm nutrition and animal health.

Dr Susan Swaney, Veterinarian and Technical Services Manager at Virbac Australia. Dr Swaney is an expert in recent advances in parasitology, nutrition and vaccination.

Dr Matthew Ball, Veterinarian and Technical Services Manager at Virbac Australia and owner of Beacon Veterinary. Matthew Ball has over 18 years experience in helping cattle farmers develop practical and profitable preventative health programs.

As well as the overseas trip, the overall winner will also take home a 12 month supply of *Multimin*. The second and third runners-up will receive a six month supply of *Multimin*.

Entries for the *Multimin* Performance Ready Challenge will be open from 1 December 2017 and close 31 January 2018.

Entries can be made at: [au.virbac.com/multiminchallenge](http://au.virbac.com/multiminchallenge)

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