



## MEDIA RELEASE

Monday, 22 January 2018

### **Geelong VIC vet announced as part of unique trace mineral challenge**

Geelong veterinarian Susan Swaney has been announced as part of a panel of six eminent Australian beef, dairy and sheep experts who will mentor farmers in a new and unique challenge.

The *Multimin Performance Ready Challenge* will see each of these industry leaders teamed up with an Australian farmer to provide specialist on-farm mentoring around the use of *Multimin* trace mineral injections for beef, dairy and sheep.

Dr Swaney is a highly qualified vet and a graduate of Agricultural Science and Veterinary Science. She farms prime lambs and beef cattle and has a particular interest in parasitology.

Within Virbac, Susan has been instrumental in running a number of trials in sheep, beef and dairy cattle production, looking at the benefits of using both trace mineral products and parasiticides to their best advantage.

The *Multimin Performance Ready Challenge* is the latest national marketing campaign from Virbac Australia that will see up to seven Australian farmers receive 12 months free use of *Multimin* and the chance to share in prizes valued at over \$31,000.

Dr Jerry Liu, Livestock Nutrition Product Manager at Virbac Australia said that this is an extraordinary opportunity for farmers to have some of the best animal nutrition and animal health advice on their property.

“Trace minerals are essential elements for healthy sheep and cattle. We know that during high demand periods such as joining, weaning and birthing, animals have higher requirements for certain trace minerals.”

“*Multimin* injections are designed as a trace mineral top-up to improve the performance of cattle and sheep when they need it most.”

“The vets involved in the Challenge are pivotal to its success - they will play a major role in educating farmers in the use of *Multimin* to improve animal fertility and health and ultimately the farm’s financial bottom line.”

“Dr Swaney will offer a wealth of experience and knowledge to the challenge. Her experience in parasitology is remarkable and her trace mineral knowledge will be invaluable to our Victorian challenger,” he said.

Dr Swaney said she is looking forward to working with the Victorian challenger to improve the performance of their livestock.

“Trace minerals are essential for health and optimal production in beef, dairy and sheep by regulating hundreds of bodily processes. The *Multimin* Performance Ready Challenge gives producers from across Australia the chance to learn the latest in trace mineral science. I am looking



forward to working with a producer to see how significantly they can increase their herd performance.”

The challenge will be followed world-wide via social media with challengers providing regular updates, blogs and videos of their progress.

At the end of the 12-month challenge period, the mentors will shortlist the top performing challengers and voting will open to the public to select an overall winner.

The most successful challenger will win an overseas experience of a lifetime for two and free *Multimin* for an additional 12 months. First prize is valued at more than \$21,000 and will offer professional development tailored to the winning challenger and their farm. Second and third prize challengers will receive a further six months free *Multimin* valued at over \$5,000 each.

Entries close on January 31st for the *Multimin Performance Ready Challenge*. Farmers are encouraged to take a look at the website and enter.

For more information or to enter the *Multimin Performance Ready Challenge* go to: [au.virbac.com/multiminchallenge](http://au.virbac.com/multiminchallenge)

**Editors note:**

Other expert mentors joining Dr Swaney from around Australia include:

**Dr Amanda Dunn - Katherine Vet Care, NT**

Amanda is an associate veterinarian at Katherine Veterinary Care Centre, NT. Amanda has extensive experience in large scale farming and has an interest in production improvement, fertility and nutrition.

**Dr Colin Trengove – Pro Ag Consulting, SA**

Colin is a veterinarian and Managing Director of Pro-Ag Consulting in South Australia. Colin has more than 30 years experience and interest working in whole farm nutrition and animal health.

**Dr Craig Dwyer – Smithton Veterinary Service, TAS**

Craig is a veterinarian and President of the Australian Cattle Vets. Craig is based in Tasmania and has a particular interest in cattle nutrition, reproduction and bull fertility.

**Dr Enoch Bergman – Swans Veterinary Services, WA**

From Colorado, USA Enoch is a veterinarian and was previously the president of the Australian Cattle Vets. Enoch has an interest in Bovine Viral Diarrhoea Virus (BVDV) and established Australia's first commercial laboratory for the diagnosis of animals Persistently Infected with BVDV.

**Dr Matthew Ball – Virbac Australia, NSW & QLD**

Matthew is veterinarian at Beacon Veterinary in Northern NSW. He is also the Technical Services Manager – Livestock at Virbac Australia. Matthew has a particular interest in helping farmers develop practical and preventable animal health programs for their stock.

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**Photo caption:**

1. Susan Swaney, Technical Services Manager at Virbac Australia