



## MEDIA RELEASE

Monday, 22 January 2018

### **Katherine NT vet announced as part of unique trace mineral challenge**

Katherine veterinarian Amanda Dunn 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 Dunn is a highly qualified vet with an extraordinary passion for large scale farming. She has a particular interest in the development of the Northern Australian Cattle Industry and works with farmers to improve animal fertility and nutrition while keeping their business cost effective.

Working as a veterinarian at Katherine Veterinary Care Centre, Dr Dunn is also an experienced inspector for the Australian Quarantine and Inspection Service (AQIS) and has an interest in the Australian cattle export market.

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 Dunn will offer a wealth of experience and knowledge to the challenge. Her experience is well rounded and her large-scale station knowledge will be invaluable to our northern challenger,” he said.

Dr Dunn said she is looking forward to working with the North Australian challenger to improve the performance of their livestock.



“Mineral deficiencies are all too often underestimated as a key hurdle in livestock performance and a producer’s bottom line. The *Multimin* Performance Ready Challenge is an exciting program, that I am pleased to be a part of, as it will demonstrate improved herd performance by a practical and attainable means.”

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 Dunn from around Australia include:

**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 Susan Swaney – Virbac Australia, VIC**

Susan is a veterinarian and Technical Services Manager at Virbac Australia. Based in Victoria, Susan is an expert in recent advances in parasitology, nutrition and vaccination.

**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. Dr Amanda Dunn, Veterinarian at Katherine Veterinary Care Centre