



MEDIA RELEASE

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Leading vets announced as farmer mentors for unique trace mineral challenge

Virbac Australia has confirmed their highly anticipated panel of some of Australia's most well-regarded beef, dairy and sheep veterinarians for a challenge to benefit farmers around Australia.

Virbac Australia's latest national marketing campaign, the *Multimin* Performance Ready Challenge will see up to seven Australian farmers receive 12 months free use of *Multimin* whilst paired with an expert mentor veterinarian who will provide ongoing guidance designed to improve their animal fertility, health and ultimately their financial bottom line.

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

Dr Jerry Liu, Livestock Nutrition Product Manager, at Virbac Australia said this is a unique real-life challenge that will test on-farm performance results through the use of strategic trace mineral injections.

"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," Dr Liu said.

"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.

With challenger entries closing on January 31st for the *Multimin* Performance Ready Challenge, Virbac Australia welcomes the six mentor experts to its panel from some of Australia's most well-respected organisations.

"Our professional mentors are some of the best in the industry. They will use their experience to guide and judge the challengers right through to the final stage of the competition," says Dr Liu.

"Our mentors will be assisting our challengers to get the best outcomes for their individual production system," he said.



The expert mentors for this unique program 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 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 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 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.

Virbac Australia are thrilled to have these nationally recognised vets on board to mentor the challengers.

“Throughout this 12 month challenge we’re expecting to see improved fertility, young stock health, and ultimately improve herd performance,” Dr Liu said.

“The results we see time and again from *Multimin* are better conception rates, tighter calving and lambing patterns, reduced incidence of disease, and improved overall health,” he said.

Entries are still open for farmers to register in the *Multimin* Performance Ready Challenge – entries close January 31st.

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

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Photo caption:

1. Dr Jerry Liu, Livestock Nutrition Product Manager at Virbac Australia