



MEDIA RELEASE

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Northern Rivers NSW vet announced as part of unique trace mineral challenge

Northern Rivers veterinarian Matthew Ball 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 Ball is a highly qualified vet and Technical Services Manager at Virbac Australia. He has a strong passion for helping cattle farmers develop practical and profitable preventative health programs and shows a particular interest in disease surveillance.

Owner of Beacon Veterinary, Dr Ball has many years of experience working in a mixed practice and emergency clinics and is also a trained teacher in agriculture and science.

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 Ball will offer a wealth of experience and knowledge to the challenge. He’s exceptionally knowledgeable about cattle production, and his ability to distil cutting edge science down to practical production applications will be of great value to our Queensland and NSW challengers,” he said.

Dr Ball said he is looking forward to working with the Queensland and New South Wales challengers to improve the performance of their livestock.



“Australia is an old continent with leached, often low nutrient, soils. With hard work and innovation, we produce some of the best livestock products in the world. I am excited to be a mentor for innovative farmers seeking improvements to the fertility and immunity in their herds or flocks. I have seen and measured the benefits trace mineral injections can have to livestock productivity and look forward to assisting those who are up to the *Multimin* Performance Ready Challenge.”

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

Editors note:

Other expert mentors joining Dr Ball 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 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.



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Media Enquiries: C7EVEN Communications

Kate Munsie
(02) 6766 4513 / 0421 935 843
kate.munsie@c7even.com.au

Adam Arndell
(02) 6766 4513 / 0403 372 889
adam.arndell@c7even.com.au

Photo caption:

- Matthew Ball, Technical Services Manager at Virbac Australia