

MEDIA RELEASE

## **Multimin Performance Ready Challenger shares his first round of highly encouraging results.**

Monday, 23<sup>rd</sup> July, 2018

Queensland cattle producer Don McConnel has just announced his first observations from the *Multimin Performance Ready Challenge*, a 12-month program run by animal health company Virbac Australia.

Virbac's 4 in 1 trace mineral injection, Multimin for Cattle, delivers a balanced ratio of four trace minerals (selenium, copper, manganese and zinc), bypassing the rumen for direct uptake through the blood in eight hours.

The *Multimin Performance Ready Challenge* gives seven Australian farmers the chance to experience first-hand the benefits of Multimin's trace mineral injection, with assistance from expert mentors. Challengers receive 12 months of free Multimin product and a tailored nutrition program developed by leading industry mentors – and they'll also be in the running to win an overseas trip tailored to their farming system.

With each challenger sharing their program results and experiences online, Don has been paying particular attention to how Multimin contributes to increased fertility, immunity, and productivity, supported by expert advice from mentor Dr Matt Ball.

Operating from *Mt Brisbane*, a 4,500-hectare breeding and fattening operation in the Brisbane Valley, Don manages the day-to-day running of his family's purebred Droughtmaster cattle and stud operation. Following the implementation of improved herd and pasture management, the property has already noticed improvements in pregnancy testing rates. Yet, the addition of strategic trace mineral injections may provide additional productivity improvements. With the inclusion of Multimin for Cattle, Don hopes to lift pregnancy test rates above 95%, while also improving compliance rates on steers graded for MSA.

Having treated half of his herd of maiden heifers with Multimin Injection for Cattle last month (with the other half acting as the control herd), Don has already seen a noticeable difference in the treated animals compared to the control group. "Clean coats indicate good health, and it was noted that the vast majority of the treated mob had much shinier coats than the control mob. This means that our Multimin-treated heifers are maintaining better condition through winter, so that come spring, they'll respond quicker to the better feed available to them. This being the time when we'll be joining them, they should get in calf more quickly.

We're really happy with the obvious visual differences already seen, and we look forward to seeing the other results as the heifers continue to grow."

Virbac technical vet Dr Matt Ball spoke of his reaction to the initial observations. "We have seen rapid improvements in the treated animal coats within 4 weeks. The skin is the largest organ of the body and what we can see on the outside reflects improvements occurring on the inside. Multimin is formulated to rapidly top up liver stores of trace minerals which are then used to optimise essential enzyme systems throughout the body. We end up with a healthier, more fertile animal – ready to perform".

Dr Ball continues, "It's really worth implementing a Multimin program to help influence the fertility and immunity of younger animals. Heifers that calve early their first time, will always calve early and will always be more fertile. One of the first things farmers notice when they implement a Multimin fertility program is that their calves are born closer together. This observational evidence is backed up by both Australian and international studies which have demonstrated a 10-13% improvement in calving patterns. Multimin's benefits to immunity keep young cattle healthier, reduce disease, lower number of treatments and improve response to vaccines".

For Dr Ball, the benefits of a Multimin program are clear. "The sort of program being implemented at Mt Brisbane and by other producers is about investing for the future. Optimal levels of trace minerals in young cattle and breeding animals protects their performance over time. If farmers can recognise a period when their stock's nutritional demand is high, and target those times, Multimin will help alleviate those pressures and boost long-term productivity. Multimin has proven benefits when used around weaning, pre-joining and pre-calving".

To find out more about how Multimin can improve your livestock performance, contact your local Virbac representative on 1800 242 100.

Interested farmers can sign up for continuing updates on the Multimin Performance Ready Challenge at [www.multiminchallenge.com/signup/](http://www.multiminchallenge.com/signup/).

**Ends**

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**Photo captions:**

1. Don McConnel with Multimin mentor Matt Ball
2. Multimin treated vs non-treated Droughtmaster cattle
3. Multimin Injection for Cattle
4. Multimin Performance Ready Challenge logo