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Virbac Australia's *Multimin Performance Ready Challenge* finalists announced

Following the recent launch of their *Multimin Performance Ready Challenge*, Virbac Australia has just announced the seven finalists who will compete in the upcoming 12-month challenge, which is designed to shed light on the effectiveness of trace mineral injections for cattle and sheep.

The specialist animal health company received an overwhelming response from some of Australia's top beef, sheep and dairy producers. Now, as the unique program moves to the next all-important stage, each of Virbac Australia's seven challengers will receive a free 12-month supply of Multimin, along with expert support and advice from a program mentor.

The overall winner will receive an overseas trip for two, tailored to their professional development and farming system, as well as a further 12-month supply of Multimin – while second and third runners-up will receive an additional 6-month supply of Multimin. Total prizes are valued at over \$30,000.

Mentored by a team of veterinarians and livestock nutrition experts, each of the seven challengers will be able to witness the results of trace mineral injections on their livestock, and the overall effects on animal fertility, health, and immunity.

With trace minerals being a necessity for sheep and cattle producers wanting to create optimal production conditions, Multimin's unique patented aqueous mineral injection can be used to top-up trace minerals in sheep and cattle prior to critical events like joining, lambing/calving and weaning.

Recent studies have demonstrated that Multimin makes topping up with trace minerals faster and more accurate, being absorbed more readily, to help boost both fertility and immunity.

As part of this new strategic approach to supplementation, minerals are primarily used to optimise reproductive performance, immune function and growth, with the aim of increasing both productivity and profitability.

Virbac Australia's Jerry Liu, Livestock Nutrition Product Manager spoke of his reaction to the news: "We're delighted to announce the key producers who'll take part – and we look forward to hearing their stories as they embark on what is sure to be a fascinating study into the effects of this new strategic approach."

The seven finalists taking part are Donald McConnel (Crossdale, QLD), Alex Willson (Tarago, NSW), Craig Brewin (Stewarts Ranges, SA), Richard Sutton (King Island, TAS), Ryan Willing (Esperance, WA), Renee Murfett (Framlingham, VIC) and Neil Harley (Katherine, NT). Their progress will be tracked via video blogs and social media, enabling other producers and industry experts to monitor the results and share their experiences.

Further information on each finalist is available at au.virbac.com/multiminchallenge, and producers are encouraged to follow their journeys as this challenge evolves over the next 12 months.



Editors note:

The Multimin Performance Ready Challengers from around Australia are:

Neil 'Trumby' Harley, Katherine NT

Trumby is a member of the Northern Territory Cattle Association and has many years of experience in managing one of Australia's largest agricultural company's. Trumby runs Brahman and cross bred cattle at the Katherine Rural Campus.

Renee Murfett, Framlingham VIC

Renee and her husband Alister operate two dairy farms in Framlingham, Victoria. Both properties run Frisian x Red Dairy milking cows. Renee is originally from Tasmania and has a veterinary nurse background.

Donald McConnel, Crossdale QLD

Don operates "Mt Brisbane", a 4,500-hectare breeding and fattening operation in the Brisbane Valley, West of Brisbane. He runs purebred Droughtmaster cattle and a Droughtmaster stud.

Alex Willson, Tarago NSW

Alex and his wife Steph run "Kalaree Poll Merino", a stud in the Southern Tablelands region of NSW. Alex and Steph breed large, fertile fine/medium Poll Merinos over three properties. They also run a relatively new and expanding cattle enterprise.

Craig Brewin, Stewart Range SA

Craig operates a successful 3,000-hectare beef cattle operation in Stewarts Ranges. Craig runs approximately 1,600 Angus Wagyu cross and Angus cattle as well as a self-replacing Hereford herd.

Richard Sutton, King Island TAS

Richard operates "Taroon Pastoral" located at Egg Lagoon on the north of King Island, Tasmania. Richard runs 525 spring calving cows which are predominately Angus and Black Baldies producing MSA yearlings.

Ryan Willing, Esperance WA

Ryan operates a 1,050-hectare property, East of Esperance, WA where he runs a 300 breeder, self-replacing herd. Ryan runs his own AI program with Angus bulls bred on-property and graze finishes all calves as yearlings.

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Photo Captions:

1. Neil 'Trumby' Harley, Katherine NT
2. Renee Murfett, Framlingham VIC
3. Donald McConnel, Crossdale QLD
4. Alex Willson, Tarago NSW
5. Craig Brewin, Stewart Range SA
6. Richard Sutton, King Island TAS
7. Ryan Willing, Esperance WA