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Rising calf prices warrant attention to fetal protection

Fetal Protection Guarantee offers assurance against BVD PI calves and IBR abortions

FLORHAM PARK, N.J., August 27, 2014 — Beef producers working to maximize the reproductive potential of their herd with modified-live virus (MLV) vaccines from Zoetis also can take advantage of the industry's most comprehensive vaccine guarantee — the Fetal Protection Guarantee.*

"The fetus relies on the dam's immune system for disease protection throughout most of the pregnancy," said Jon Seeger, DVM, managing veterinarian with Zoetis. "Without protection, the fetus is at risk of abortion due to infectious bovine rhinotracheitis (IBR) virus, as well as, birth defects or potentially becoming persistently infected (PI) with the bovine viral diarrhea (BVD) virus that can then shed and continue to infect the rest of the herd."

Zoetis is proud to offer the Fetal Protection Guarantee to help give producers peace of mind that their cows and calves are protected from economically impactful reproductive diseases when the vaccines are used properly. With the BOVI-SHIELD GOLD FP®, CATTLEMASTER® GOLD FP and PREGGUARD® GOLD FP vaccine products, the Fetal Protection Guarantee assures producers that no BVD virus PI calves will be born and that cows will be protected from IBR abortions, when products are used according to label directions.

"The importance of protecting the fetus can't be emphasized enough, as a successful pregnancy and birth of a healthy calf is essential to the beef cattle industry and livelihood of the producer," Dr. Seeger continued.

IBR virus and BVD Types 1 and 2 viruses can seriously harm the reproductive performance of a herd, potentially leading to abortions and diminished calf health. But, Dr. Seeger cautioned, not all reproductive vaccines offer equal protection.

“Some vaccines can help protect a cow from viral diseases, but that doesn’t mean they will help protect her calf as well,” he explained. “Selecting a vaccine labeled specifically for fetal protection against IBR abortions and BVD PI calves helps reassure producers they will wean a healthy, valuable calf on sale day.”

With the guidance of their veterinarian, producers are encouraged to develop a reproductive vaccine program to achieve the most effective long-term reproductive health. Vaccination programs should include protocols to ensure operations use vaccines according to their labels, follow correct timing guidelines and keep accurate records.

The Fetal Protection Guarantee — available with the BOVI-SHIELD GOLD FP, PREGGUARD GOLD FP and CATTLEMASTER GOLD FP vaccines — reflects the ongoing commitment of Zoetis to deliver customers the most comprehensive vaccine portfolio that offers industry-leading efficacy and safety. In addition to the Fetal Protection Guarantee, producers and veterinarians also benefit from the unrivaled support of the Technical Services team and Veterinary Medical Information and Product Support (VMIPS) team for help understanding the proper use of vaccines.

To learn more about the Fetal Protection Guarantee, talk with your veterinarian or Zoetis representative and visit CattleReproVaccines.com.

*The Zoetis 100% BVD PI-Free Guarantee and the IBR Abortion Guarantee will be administered through Zoetis — VMIPS at 800-366-5288. Proof of purchase is required. Calves born to BVD PI-positive cows or heifers do not qualify for the guarantee. This guarantee does not apply to, and Zoetis shall not be liable for, any (x) damages caused as a result of the improper handling, misuse or abuse of the vaccines that are the subject of this guarantee, or the willful misconduct or negligence of any third party, or (y) any indirect, punitive, special, incidental or consequential damages. Zoetis reserves the right to modify or cancel the terms and conditions of this guarantee.

LABEL INDICATIONS: Do not use in pregnant cattle (abortions can result) unless they were vaccinated, according to label directions, with any BOVI-SHIELD GOLD FP or PREGGUARD

GOLD FP vaccine prebreeding initially and within 12 months thereafter. Do not use in calves nursing pregnant cows unless their dams were vaccinated within the past 12 months as described above. **To help ensure safety in pregnant cattle, heifers must receive at least 2 doses of any BOVI-SHIELD GOLD FP or PREGGUARD GOLD FP vaccine with the second dose administered approximately 30 days prebreeding.**

About Zoetis

Zoetis (zō-EH-tis) is the leading animal health company, dedicated to supporting its customers and their businesses. Building on more than 60 years of experience in animal health, Zoetis discovers, develops, manufactures and markets veterinary vaccines and medicines, complemented by diagnostic products and genetic tests and supported by a range of services. In 2013, the company generated annual revenues of \$4.6 billion. With approximately 9,800 employees worldwide at the beginning of 2014, Zoetis has a local presence in approximately 70 countries, including 28 manufacturing facilities in 11 countries. Its products serve veterinarians, livestock producers and people who raise and care for farm and companion animals in 120 countries. For more information, visit www.zoetisUS.com.

Zoetis is the proud sponsor, with the Smithsonian Institution Traveling Exhibition Service, the American Veterinary Medical Association and the American Veterinary Medical Foundation, of the mobile educational exhibit *Animal Connections: Our Journey Together*. Families visiting the exhibit will explore the vast bonds between people and animals and learn about the important role veterinarians play in protecting animal and human health. For more information, visit <https://www.zoetis.com/animal-connections-tour/>.

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