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Study reveals cattle producers' most important vaccine concerns

Zoetis reproductive vaccines help prevent abortions, offer demonstrated duration of immunity

FLORHAM PARK, N.J., September 3, 2014 — The Zoetis reproductive vaccine portfolio helps deliver what matters most to beef producers and veterinarians, including: infectious bovine rhinotracheitis (IBR) abortion prevention, demonstrated duration of immunity and safety, along with fetal protection. The new nationwide study investigates each of the most widely considered attributes when selecting a reproductive vaccine.¹

Of the surveyed producers and veterinarians, 100% ranked IBR abortion protection, demonstrated safety and duration of immunity important considerations when selecting a vaccine, and 99% answered the same for fetal protection against bovine viral diarrhea (BVD) persistent infection (PI). The comprehensive reproductive vaccine portfolio from Zoetis, including BOVI-SHIELD GOLD® FP®, CATTLEMASTER® GOLD FP® and PREGGUARD® GOLD FP®, helps producers address these challenges.

"Only select reproductive vaccines offer demonstrated performance and flexibility to address varied herd management practices," said Daniel Scruggs, DVM, Dipl. ACVP, Technical Services, Zoetis. "Operations don't need to change to fit the Zoetis reproductive vaccine line; this line of vaccines works for producers in all different management situations."

Safety, one of the top-ranked concerns of both veterinarians and producers, also is a top priority of Zoetis. To help ensure proper use of reproductive vaccines, it is a shared responsibility among veterinarians, producers and the Technical Services team from Zoetis to make sure everyone involved understands labels and administers products correctly.

“It’s everyone’s responsibility to ensure labels are understood and followed exactly,” Dr. Scruggs explained. “It’s the responsibility of the veterinarian to understand the label and how it fits into a producer’s production setup. It’s the producer’s responsibility to make sure they understand the label as well and to seek their veterinarian for clarification if they have questions. The Technical Services team also can help address customer questions.”

Of those survey participants, 94% consider a recommendation by their veterinarian important when making their vaccine selection. Veterinarians not only can help producers select the right vaccine for their operation but also can help producers improve management issues that can undermine reproductive vaccine effectiveness before a complete program can be implemented.

“If a producer is experiencing pregnancy losses, dozens of factors must be considered,” Dr. Scruggs said. “The veterinarian is indispensable for helping producers address underlying, preventable management problems to help realize the full benefits of a reproductive vaccine program. A veterinarian also can help decide which vaccine program is most appropriate for each producer based on the herd management philosophy and unique challenges specific to the operation.”

Visit CattleReproVaccines.com to learn more about the impact of reproductive disease, the importance of fetal protection against IBR abortions and BVD Pls, and how to select a reproductive vaccine. The website also features educational videos. Ask your veterinarian about incorporating BOVI-SHIELD GOLD FP, CATTLEMASTER GOLD FP or PREGGUARD GOLD FP into your reproductive defense line.

LABEL INDICATIONS FOR BOVI-SHIELD GOLD FP OR PREGGUARD GOLD FP: 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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¹ Data on file, Study Report No. BSD14003, Zoetis Inc.

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