

NEW PRODUCTS

by Lindsay King, assistant editor

Technology and Nutrition for the Future

The National Cattlemen's Beef Association (NCBA) Trade Show at the Cattle Industry Convention showcased products for producers of all kinds. Here is just a sample of what attendees got a close look at while in New Orleans.

HerdPoint™

Newport Laboratories, Inc. launched HerdPoint™ – a new solution for veterinarians. It streamlines the nonadjacent-herd approval process and ongoing isolate management, all from a mobile phone or computer.

HerdPoint creates a portal through which veterinarians can view and manage all of their clients' existing and past isolates, giving them greater visibility into isolate status and expiration dates, including those from adjacent and nonadjacent herds. With all of this information in one place and accessible from a mobile device, veterinarians can provide real-time insights and recommendations to their clients on herd-health solutions.

This product allows veterinarians to easily accomplish the following tasks online: fill out, sign, submit and track nonadjacent herd approval documents; as well as view and manage isolates and custom-made vaccine records across portfolios.

To learn more, visit www.newportlabs.com/herdpoint.



DuraCor™

Corteva Agriscience™ unveiled DuraCor™ herbicide, a broadleaf weed control product for pastures and rangeland.

“Cattlemen are focused on managing costs, yet keep an eye on increasing productivity,” says Damon Palmer, Corteva Agriscience pasture and land management leader. “Effective weed control on grazing land can help on both fronts.”

Pending EPA registration, DuraCor will provide cattle producers a broader-spectrum weed control product. Powered by Rinskor™ active, DuraCor is expected to control more than 140 broadleaf weed species and offer several anticipated features, including: low use rate; compatibility with dry and liquid fertilizer; low-odor formulation; safe to desirable forage grasses; in addition to season-long residual control

“The ability to simplify pasture weed control saves time and expense,” Palmer says.

Corteva Agriscience anticipates making DuraCor available to cattle producers during 2020.

To learn more, visit www.corteva.com.

NutriVantage® Nutrition Optimizer®

Kent Nutrition Group (KNG) is offering a line of supplements for beef cattle —NutriVantage® Nutrition Optimizer® — a research-driven, unique blend of natural ingredients, vitamins and minerals that impact cattle performance at every stage.

“Dry matter intake (DMI) is a critical factor for cattle performance, particularly for receiving cattle, and is important to help maintain cattle health,” says Brandon Koch, Ph.D., KNG beef nutritionist. “Our research and field trials have found that incorporating our NutriVantage® into diets, can result in up to a 10% increase in DMI.”

KNG trials and field studies have shown significant results in supporting a healthy rumen environment, improving feed efficiency and reducing retreatments.

To learn more, visit www.kentnutritiongroup.com. 

