

NEW PRODUCTS

by Megan Silveira, assistant editor

Balancing it All

Find product options that best meet your operation's needs.

Raising cattle requires farmers and ranchers to balance their time and capital. Weighing various options and selecting the best fit with some of this month's new products can help ensure an operation is performing at peak levels.

L341R Baler

At the start of January, John Deere added to its lineup with the introduction of the new L3441R High-density Large Square Baler. The offering creates 3x4 high-density bales, with weight increases of up to 30% for straw bales.

"There are fewer bales to pick up and move, which leads to less in-field compaction," says Chase Milem, marketing manager at John Deere. "Since fewer bales need to be removed from the field, farmers save time, labor and fuel. In addition, the heavy bales help ensure trucks are loaded with the most amount of hay possible for enhanced efficiency."

Crops with more elastic characteristics, such as straw, commonly are baled with these higher-density options.

Additionally, new Bale Documentation technology is available to help support great agronomic and resource management. Using Bale Doc, farmers can track bale weight and moisture and flow data into the John

Deere Operations Center for analysis and permanent recordkeeping.

"Gathering bale yield data may offer farmers insights into irrigation frequencies and water-volume applied. It can also improve nutrient application plans and provide an estimate on the volume of residue removed from a field," Milem explained. "The L341R helps our customers leverage John Deere equipment and technology they may already use, while maintaining the valuable parts and service support they are accustomed to receiving from their local dealer."

For more information, visit www.JohnDeere.com.

Tulieve

As a generic alternative to Draxxin® Injectable Solution and other forms of tulathromycin injections, Norbrook introduced Tulieve® at the end of January.

The product is an addition to the company's comprehensive and extensive portfolio of anti-infective solutions for veterinarians for use in food animals.

Eric Moore, director of technical services for Norbrook, describes Tulieve as a rapidly absorbed, long-lasting single-shot antibiotic that has proven highly effective against a broad spectrum of bacterial pathogens affecting beef cattle, non-

lactating dairy cattle and swine.

"Tulieve, like other tulathromycin injectables, is a semi-synthetic macrolide class of bacteriostatic antimicrobials that disrupt protein synthesis of both Gram-positive and Gram-negative bacteria," he says. "That's what makes this class of antibiotics so effective against a broad spectrum of diseases, especially respiratory diseases in cattle and swine."

Moore adds the product can be administered in a low-volume dose. It has a short 18-day withdrawal time for beef cattle and a five-day withdrawal for swine. Both provide veterinarians and producers with a flexible schedule when treating livestock. Tulieve is also the only generic tulathromycin available in plastic bottles, eliminating much of the risk of lost product due to breakage.

With the introduction of this new product, Norbrook adds a fifth class of chemistry to its anti-infective portfolio, making it the most comprehensive line of antimicrobial treatment options from one company.

For more information, contact your local animal health provider or visit www.Norbrook.com. 