

# VETERINARY CALL



by Bob Larson, Kansas State University

## Health information differentiates

*Differentiating your cattle from those raised in other herds by making health claims may be difficult, but adding health information to the cattle you market can improve the transparency and accountability of live-animal transactions.*

Because most seedstock herds are using fairly standard parasite-control and vaccination protocols, experience fairly low levels of debilitating disease, and apply similar disease management and animal husbandry practices to their herds, important cattle health differences between herds that can be documented are difficult to identify. However, providing information to customers about animal health and production practices utilized by your ranch does provide an opportunity to stand out from the crowd.

Typically, transactions in the cattle industry are

**Cattle Health Record**

Name: \_\_\_\_\_ Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

When possible select SubQ products and never give injections in rear leg or top butt.  
 List "Treatment" Number on line connecting injection Triangle & indicate ear implanted

List of Common Procedures:

Respiratory virus vaccines	Clostridials	Pasteurella	H. Somnus	Brucella vaccine
Internal Parasites	Coccidiostat	External Parasites	Implants	Antibiotics
Crop/Blank Brake	Micro-Nutrients	Medicated Feed		

Circle procedure performed and list on numbered line in table below AND list number on line above that corresponds to the side of the cattle the injection was given. NOTE: Use the Injection Triangle for all shots.

Procedure Procedure #	Lot or Serial #	Company	Date Given	Date Withdrawal	Booster N/Y-when	Processor Initials
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						
10.						

Number of Cattle: \_\_\_\_\_ Date Weaned: \_\_\_\_\_ Dehorned (circle) Yes / No  
 Bulls \_\_\_\_\_ Steers \_\_\_\_\_ (method \_\_\_\_\_), Heifers \_\_\_\_\_ (Spayed, (circle) Yes / No - method \_\_\_\_\_)  
 ID: Right Ear or Left Ear / Group color and number: \_\_\_\_\_ / Individual (as appropriate): \_\_\_\_\_  
 Description / Comments: \_\_\_\_\_  
 Owner's Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Veterinarian's Signature: \_\_\_\_\_ Phone: \_\_\_\_\_

**Keep This Record For 24 Months After Transfer of Ownership**

based on observable traits such as weight, body condition and physical soundness. Historically, non-observable traits such as presence or absence of past disease episodes, timing and type of parasite control and vaccinations, diet composition, and other management options are not shared between sellers and buyers.

As the concept of transparency throughout the beef production chain becomes more important — with calls for information to be shared between suppliers, producers and customers — the ability to provide accurate health and production

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information can provide a competitive marketing advantage.

Important information that can be used when marketing cattle is the documentation of all veterinary services utilized in the herd's health program. These will include disease prevention efforts such as the use of screening tests and quarantine of new arrivals, vaccination of all ages of cattle on the ranch, as well as deworming and fly-control strategies.

Health records should also include all disease treatment protocols and results of production evaluations, such as breeding soundness examinations (sometimes referred to as BSEs) of bulls and pregnancy checks of cows.

For seedstock producers, using diagnostic tests to identify cattle that are long-term carriers of particular disease-causing agents prior to sale is an important part of some disease control and marketing plans. For a strategy to test all seedstock cattle marketed as herd replacements to be an effective and valuable health and marketing plan, the disease agent must be absent from the receiving herd and an accurate test must be available.

In addition, because the likelihood that the receiving herd is free of the disease agent may be different in other parts of the country, the value of both disease carriers and noncarriers can vary between potential customers.

While every business deal involves some risk, including health risk, the level of risk is not the same for every transaction. Producers and their veterinarians have options to lessen

the likelihood and/or extent of negative outcomes when buying and selling cattle. In general, the less health information that is available for a sale animal, the greater risk the purchaser is taking.


In many situations, it is helpful for your veterinarian to talk to the other herd's veterinarian in the transaction so that the health status of your herd and the source herd can be compared, and potential areas of concern from either party can be addressed.

While pedigree information and predictions of genetic value, as well as observable traits such as weight, body condition and physical

soundness are currently the most important information desired by seedstock cattle buyers, I expect that additional health information will be an increasingly common component of cattle transactions. Working closely with your veterinarian to collect and communicate health information to potential customers presents the opportunity to further differentiate your herd and your cattle.



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**2017 Supreme Champion Female (AOB) exhibited by Tim Schaeffer, Hagerstown, In.**

**KEYSTONE INTERNATIONAL LIVESTOCK EXPOSITION**

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**Junior Angus Show:**  
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