



# New Products

► Introducing products, services for cattlemen

## New pour-on insecticide

Schering-Plough Animal Health has released Ultra Saber™ a new pour-on insecticide for control of horn flies on beef cattle and calves.

The product is a new type of pour-on that contains 1% lambda-cyhalothrin and 5% piperonyl butoxide, a synergist that improves insecticidal activity. Older fly control products, according to the company, lose efficacy over time. Field trial results showed the new pour-on was the most effective treatment for reducing initial and subsequent horn fly populations during the eight-week trial period, according to the release. The product also controls lice in beef cattle and calves.

For more information consult a local animal health supplier or visit [www.schering-plough.com](http://www.schering-plough.com).

## Joint venture for ID products

AgriLabs has announced a joint venture with Dallas-based Allflex USA to provide animal identification (ID) products and support services to livestock producers. As a result, AgriLabs' AgriTag® product line will be manufactured by Allflex, with AgriLabs complementing the Allflex commercial team in providing field service and marketing support for Allflex-branded visual-ID products.

Packaged in durable, resealable, 25-count bags, AgriTags feature Infection Protection™ antibacterial coating on each stud to aid in proper healing after the tag is applied. Producers can use either the Agritagger® applicator or the Allflex Universal Total Tagger™ to affix the three sizes and four colors of AgriTags.

For more information visit [www.agrilabs.com](http://www.agrilabs.com) or call 1-800-542-8916.

## Verification agreement signed

Cattle producers in the Northwest now have more options for age and source verification of their calves following the signing of an agreement between Sterling Solutions and ABS Global Inc. Sterling Solutions is the primary provider of age- and source-verification programs in Northwest feedyards, and ABS Global is a market leader in beef cattle genetics and breeding services, and is also approved through the U.S. Department of Agriculture (USDA) to offer age and source verification.

Under the terms of the agreement, calves that are verified at the ranch level by ABS Global can enter any feedyard that utilizes the Sterling Solutions programs, and the age- and source-verification status will remain intact, giving feedyards and their retained-ownership customers additional marketing opportunities.

For specific information contact John Nalivka, Vale, Ore., at 541-473-3266 or Darrell Wilkes, Parker, Colo., at 303-840-7861.

## New USDA-approved natural program

Integrated Management Information Inc. (IMI Global), a provider of verification and Internet solutions for the agricultural/livestock industry, has introduced Simply Natural Beef™ the first approved program that meets the requirements of the USDA's "Never, Ever 3" program for live animals and meat products.

The purpose of the Never, Ever 3 program is to provide a clear definition of live animal raising practices. The mission of IMI Global's new program is to clarify for consumers precisely what constitutes

"natural" beef.

Specifically, the Never, Ever 3 program refers to the following practices:

- no added growth hormones;
- no antibiotics; and
- no animal byproducts in feed (excluding milk and milk proteins).

The company says the new program benefits all levels of the supply chain. Consumers benefit from a standardized definition of natural; retailers can develop a consistent supply with a program that fits well with existing program brands and standards; and producers benefit from a defined and standardized program and value structure, according to the release.

For more information on Simply Natural Beef, visit [www.usverified.com/proto/simplyNaturalBeef.html](http://www.usverified.com/proto/simplyNaturalBeef.html). For more information on USDA's Never, Ever 3 program, visit <http://processverified.usda.gov/lsneverever3program.pdf>.

## Universal remote for roll tarp system

Agri-Cover Inc., manufacturer of the SRT-2™ spool-roll tarp and the Ez-Loc® roll-up tarp, has released a new universal remote kit system. Any existing electric spool roll tarp or side-locking tarp system can be converted to a remote system with the new kit, according to the release.

The remote kit includes a sealed, weather-resistant control box with no solenoids to install or wiring; a manual control switch for an alternative operating method; two wireless remote key fobs; a hardware kit; a mounting template and instructions.

The company also offers an electric conversion kit with remote to convert any manual roll tarp system to electric.

To find a dealer visit [www.agricover.com](http://www.agricover.com) or call 1-800-233-4655.

## New for the bookshelf

Storey Publishing has released the *Essential Guide to Calving*, by Heather Smith Thomas. Thomas, a working ranch owner who has presided over thousands of calf births on her ranch, provides knowledge she has gained from her decades of hands-on experience. The book guides readers through situations likely to arise before, during and after calving. The 297-page book contains an appendix, a glossary, an index and a resource page.

Thomas is the author of 18 previous books, including Storey's *Guide to Raising Beef Cattle* and *Getting Started with Beef and Dairy Cattle*.

Copies can be obtained from a variety of online sources.

