

Preconditioning Option

Boehringer Ingelheim Vetmedica Inc. (BIVI) announces the introduction of the Market Ready® Quality Feeder Calf Preconditioning Program for beef producers. Industry research studies have shown an average net return from preconditioning ranging from \$25 to \$33 per head, making it just one of the many pieces producers need when capturing more value for their calves.^{1,2}

Formerly known as Range Ready®, the rebranded preconditioning program aligns with the needs of today's beef producers, and reflects what buyers are looking for. The goal of the program is to help beef producers deliver healthy, high-performing calves, while allowing management flexibility.

"The Market Ready preconditioning program complements a multitude of prevention-based platforms that BIVI offers to the cattle industry," explains Matt Williams, brand manager for BIVI's U.S. Cattle Marketing. "This program offers an effective tool that utilizes sound vaccine and deworming protocols, which ultimately lead to a healthier animal throughout the remainder of its life."

The program includes three flexible protocol options.

1. Keeping Calves Healthy (KCH) 34 Plus: Calves vaccinated at branding age and vaccinated two to six weeks prior to shipping.
2. KCH 45: Calves must be vaccinated twice. Producers can choose vaccination at preweaning or weaning, and at weaning or postweaning. Calves must be weaned 45 days.
3. KCH 45 Premium: Calves must be vaccinated three times, including branding age, preweaning or weaning age, and weaning or postweaning. Calves must be weaned 45 days.

Producers can receive a sale barn certificate from a BIVI representative for verification, which captures what products were used when and where.

"When a buyer receives a signed Market Ready sale barn certificate, they can be confident that the animals purchased received a high-quality health program that they can believe in and that BIVI stands behind," says Williams.

The preconditioning program expands upon BIVI's philosophy of keeping calves healthy from the beginning.

"The Market Ready Preconditioning Program reinforces the shared commitment we have in the lifelong welfare of the calves," says John Davidson, senior professional services veterinarian for BIVI. "It really is more than simply getting the calves to market."

The Market Ready Preconditioning Program incorporates Boehringer Ingelheim Vetmedica Inc. vaccines like Pyramid®, Proresponse®, Alpha™ and Caliber® into the three protocols, along with Cydectin® and Synanthic® for parasite control.

For more information, visit www.kchmarketready.com.



Editor's Note: This article is from Boehringer Ingelheim Vetmedica Inc.

¹Donnell J, Ward C, Swigert S. Costs and benefits associated with preconditioning calves. *Oklahoma Cooperative Extension Service Bulletin AGEC-247*. Oklahoma State University, Stillwater. 2007:1-4.

²Seeger JT, Grotelueschen DM, Stokka GL and Sides GE. Comparison of the feedlot health, nutritional performance, carcass characteristics and economic value of unweaned beef calves with an unknown health history and of weaned beef calves receiving various herd-of-origin health protocols. *Bov Pract* 2008;42(1);1-13.