



New Products

► Introducing products, services for cattlemen; compiled by **Linda Robbins**, assistant editor

Single-dose treatment for BRD

Norbrook Laboratories Ltd. announced the addition of a new 500 milliliter (mL) bottle of its FDA-approved Enroflox 100 (enrofloxacin) for the single-dose treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni* and *Mycoplasma bovis* in beef and non-lactating dairy cattle. Containing the same active ingredient and dosing regimen as Baytril® 100 (enrofloxacin) in beef and non-lactating dairy cattle, Enroflox 100 is also approved for the control of BRD in beef and non-lactating dairy cattle at high risk of developing BRD associated with *M. haemolytica*, *P. multocida*, *H. somni* and *M. bovis*.

The company says Enroflox 100 is now available from veterinarians in three sizes to fit any size operation. For more information, contact your veterinarian, local animal health products supplier or visit www.norbrookinc.com.

Federal law restricts this drug to use by or on the order of a licensed veterinarian. Federal law prohibits the extra-label use of this drug in food-producing animals. Cattle intended for human consumption must not be slaughtered within 28 days from the last treatment. Observe label directions and withdrawal times. See product labeling for full product information.

Calf rescue blankets

Originally developed by Ted Friend, Texas A&M University (TAMU) researcher, Calf-Rescue Blankets™ come individually wrapped in a pouch that easily fits in a pocket or veterinary supply bag. When a newborn

calf is under duress in cold, or is exposed to inclement weather, the calf will struggle to survive due to lack of body temperature control. Controlling loss of body heat or avoiding overheating can be vital for a calf's survival.

The blankets are disposable, which makes them ideal for this application. The blankets are also made of strong 3 mil poly, which can be cut for leg holes and used as a flexible stretcher for carrying or dragging.

For more information visit www.calfrescueblanket.com.

Oxygen barrier film

SILOStop Ultimate Oxygen Barrier Film is recognized worldwide as the leading oxygen barrier film. It is a thin, impermeable film stopping the entry of oxygen into silage stored in bunkers or piles.

The product is a multilayer light and very strong silage film, making it easy to handle and apply. Its unique oxygen-barrier properties

are proven to be more than 100 times more effective than conventional silage sheeting.

- The benefits of the product include
- Surface spoilage is virtually eliminated;
- Reduced labor time, as it's quick to use and no need to remove waste silage;
- Dry matter (DM) loss is reduced by up to 50% in the top 3 feet (ft.) of silage compared to conventional silage sheeting.
- Aerobic stability is increased by up to two and a half days, so silage on the face and in front of the cows stays fresh and nutrient-rich longer.

SILOstop films are thinner and less bulky than conventional plastics and are therefore cheaper to recycle or dispose of.

The product has been and is continually independently researched and there are many published trials proving that silage DM losses are reduced, aerobic stability is improved and that nutrient levels are preserved at an optimum level.

Available accessories include SiloStop gravel bags to add weight and aid in creating an effective seal. Available in packs of 50, the company's pea-sized gravel is the fill of choice.

For more information visit www.silostop.com.



SILOStop Ultimate Oxygen Barrier Film



BOOKS & LOOKS

Science and technology on the farm

The U.S. Farmers and Ranchers Alliance® (USFRA) has introduced a new communications concept, called SMART Farm, aimed at bridging the gap between the acceptance of innovation that's a part of consumers' everyday lives with the science and technology happening on today's farms and ranches.

"Science and technology are embraced by consumers in all aspects of their lives," said Brad Greenway, USFRA chairman and South Dakota crop and pig farmer. "We want to demonstrate that farmers and ranchers are using similar technology to produce food in a way that is good for the soil, air, habitat and water on and around our farms and ranches — without compromise on cost, quality or taste."

Today's SMART Farms use data and technology to help farmers and ranchers become more efficient, nimble, and more equipped to protect the planet's resources while producing food. USFRA and

its partners plan to showcase a few examples of these innovations that, for example, result in better care for animals, fewer trips across the field and more precise application of water and crop inputs like fertilizer and pesticides.

"Media, influencers and consumers all understand the notion of 'smart' as a descriptor for the innovation and technology that helps improve their lives — the smartphone, the smart home, the smart classroom," said Randy Krotz, USFRA CEO. "Just like every other forward-thinking industry, American agriculture is employing science and technology to help build an ever-improving version of the American farm."

In the coming year, USFRA will incorporate programs and activities, such as 360 videos, infographics, events, speaking opportunities and more, to demonstrate SMART Farming practices. For more information visit the USFRA website www.fooddialogues.com.