

# NORTHERN BEEF PROGRAM: HEIFER PERFORMANCE

Give your heifers the best chance of reproductive success

Introducing the Heifer Performance Program from Zoetis. Designed to maximise heifer performance at every stage of the production cycle.



zoetis

ZOETIS HAVE BEEN SUPPORTING CATTLE PRODUCERS FOR OVER 75 YEARS WITH THE MOST  
EXTENSIVE RANGE OF PRODUCTS FOR REPRODUCTIVE HEALTH IN AUSTRALIA

# THE FUTURE OF YOUR HERD LIES WITH YOUR HEIFERS

There are significant opportunities to substantially improve the management of northern Australian beef enterprises.<sup>1,2</sup> Zoetis are supporting a practical path towards optimal herd performance through improved reproductive performance by focusing on:

1

**Reproductive management**

2

**Minimising calf losses**

3

**Lowering breeder cow mortality**

## NORTHERN AUSTRALIAN BEEF FERTILITY PROJECT (CASHCOW)

CashCow was a three year, independent project investigating the fertility of 78,256 beef breeders from 75 selected commercial enterprises across northern Australia from June 2007 to July 2012.<sup>1</sup> The project showed that herd performance can be simply measured and quantified against realistic benchmarks as shown below.

### CashCow benchmarks<sup>1,2</sup>

MEASURE	SOUTHERN FOREST	CENTRAL FOREST	NORTHERN DOWNS	NORTHERN FOREST
Annual pregnancy rate – heifers (%)	93	87	94	81
Pregnant within 4 mths of calving – first lactation cows (%)	80	68	69	18
Losses from pregnancy testing to weaning – heifers (%)	4	4	7	11
Death rate – cows (%)	3	2	4	6
Weaner production (kg/cow)	240	220	183	112

# AN OPTIMISED PRODUCTION SYSTEM

There are existing opportunities to better control key production-limiting diseases and boost the rate of genetic gain in your beef herd. The key areas that should be addressed to successfully manage your herd are:

## ♀ GENETICS

### Why it's important

- Genetic gains are cumulative, permanent and obtainable by selection of herd sires from performance-recorded herds, bred in a tropical environment
- Need to balance the selection of fertility, growth and carcass traits in both male and female cattle

### Key actions

1. Select polled bulls where possible
2. Target heifers to be above breed average for their genetic merit (Estimated Breed Values/EBVs) for key measurements of fertility, growth and carcass
3. Generate selection indices (\$ indices) depending on product goals and target markets using EBV data

## MEASUREMENT

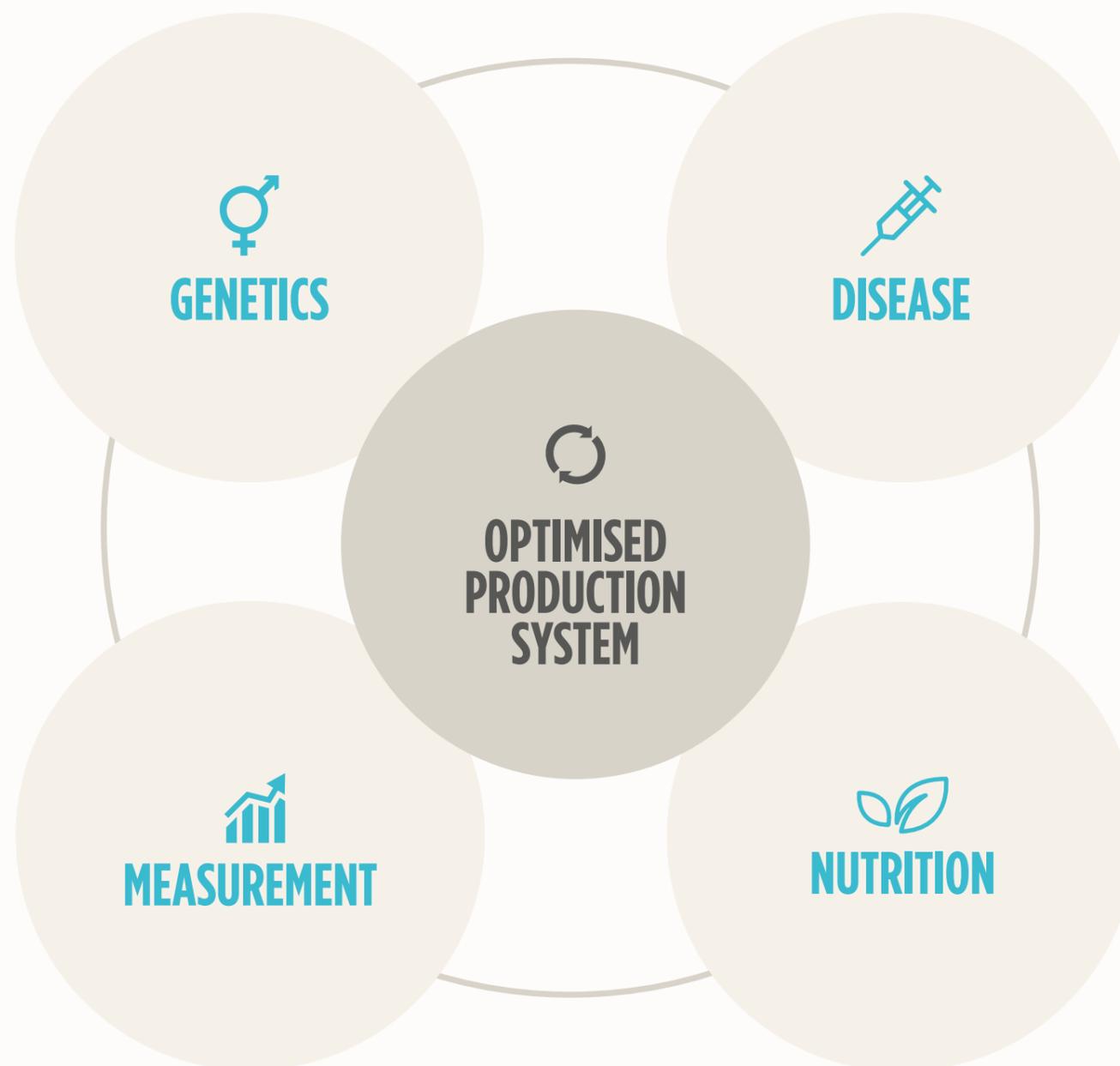
### Why it's important

- Allows productivity to be monitored from one year to the next
- Allows progress to be monitored over the long term
- Helps assess the impact of any management interventions

### Key measurements

1. Opening numbers by class of stock
2. Closing numbers by class of stock
3. Sales by \$ and heads
4. Purchases by \$ and heads
5. Total kg of cattle sold
6. Total operating costs

*Zoetis can help minimise losses due to diseases affecting heifers at each stage of their lives. Our broad range of animal health products are designed to control key production-limiting diseases, therefore maximising the outputs of your heifers and your herd.*



## 🪡 DISEASE PREVENTION

### Why it's important

- Reproductive and other diseases will slow weight gain, lower reproductive rates and result in higher death loss
- Poor worm control may reduce cattle growth rates

### Key actions

1. Vaccinate against common diseases that affect production (see overleaf)
2. Drench to prevent internal parasites
3. Control coccidiosis

## 🌿 NUTRITION

### Why it's important

- Nutrition is one of the key factors contributing to fertility<sup>3</sup>
- Achieving critical mating weight can increase herd profitability, productivity and longevity<sup>3</sup>
- Supplementation will get heifers in calf at the right time and, in many cases, 12 months earlier than if not supplemented<sup>1</sup>

### Key actions

1. Select heifer paddocks with good quality pasture
2. Manage stocking rate to ensure optimum pasture quantity and quality
3. Use strategic supplementation of phosphorus and protein to achieve optimal growth from weaning to mating and throughout their first pregnancy<sup>1</sup>

# GIVE YOUR HEIFERS THE BEST CHANCE OF REPRODUCTIVE SUCCESS

## Managing disease

Managing disease is an important component of risk management for any beef enterprise. The first step in managing disease on your property is to define when and where losses are occurring.

The table below outlines the key sources of loss due to disease and the role Zoetis products can play in their prevention.

PROBLEMS TO BE MANAGED	HOW TO MANAGE
<b>CAUSES OF LOSSES FROM BRANDING TO WEANING</b>	
Clostridial diseases <sup>1</sup> (tetanus, malignant oedema, blackleg)	Vaccinate with Ultravac <sup>®</sup> 7in1 (or Ultravac <sup>®</sup> 5in1)
<b>CAUSES OF POST-WEANING LOSSES</b>	
Pestivirus <sup>1</sup>	Vaccinate with Pestigard <sup>®</sup>
Blackleg <sup>1</sup>	Vaccinate with Ultravac 7in1 or Ultravac 5in1
Botulism <sup>1</sup>	Vaccinate with Longrange <sup>®</sup>
3-day sickness/ Bovine Ephemeral Fever (BEF) <sup>1</sup>	Vaccinate with a BEF vaccine. Speak to your veterinarian
<b>CAUSES OF JOINING AND BREEDING RELATED LOSSES</b>	
Pestivirus <sup>1</sup>	Vaccinate with Pestigard
Vibriosis <sup>1</sup>	Vaccinate with Vibrovax <sup>®</sup>
Leptospirosis <sup>1</sup>	Vaccinate with Ultravac 7in1
<b>CAUSES OF WEIGHT LOSS/INADEQUATE WEIGHT GAIN</b>	
Parasitism <sup>1</sup>	Treat with Dectomax <sup>®</sup> Injection or Dectomax Pour-On

# INTRODUCING THE HEIFER PERFORMANCE PROGRAM FROM ZOETIS

Keep your herd on track for a more profitable future with the Zoetis advantage

	THE ZOETIS ADVANTAGE	4 WKS-6 MTHS PRE-JOINING	2-4 WKS PRE-JOINING	PREGNANCY TESTING
<b>Pestigard</b>	The only Australian vaccine against Pestivirus	✓ (priming dose)	✓ (initial booster)	✓ (annual booster)
<b>Vibrovax</b>	Only Vibrovax prevents the spread of vibriosis and cures infection in bulls and heifers		✓*	
<b>Ultravac 7in1 (or Ultravac 5in1)</b>	Ultravac 7in1 prevents your cattle shedding leptospirosis, protecting them, your staff and your family with a low dose formulation		✓	✓ (annual booster)
<b>Dectomax</b>	Protects cattle for longer against more of the key worm types in Northern Australia (as well as effective tick control)		✓	
<b>Longrange</b>	The fastest available protection against botulism, in a single dose			✓ (annual booster)
<b>3-day sickness / BEF<sup>†</sup></b>	The only vaccine against bovine ephemeral fever (BEF) or 3-day sickness in Australia	✓ (priming dose)	✓ (initial booster)	✓ (annual booster)

\*Assuming heifers are mated at >18 months of age.

<sup>†</sup>BEF vaccination programs may be integrated into your Annual Vaccination Program for beef heifers. Consult your veterinarian.

## KEEPING HERDS ON TRACK FOR A MORE PROFITABLE FUTURE



For more information talk to your **Zoetis Cattle Product Representative**, call **1800 963 847** or visit **www.zoetis.com.au**.



References: 1. Northern Beef Management Guidelines, 2014. Zoetis Data on File. 2. McGowan M. *et al.* Northern Australian beef fertility project: CashCow. Meat and Livestock Australia Final Report B.NBP.0382, 2014. 3. Zoetis Repro Active Tech Note, Critical Mating Weights, 2014. Zoetis Data on File. 4. Reproductive diseases. 2012. Meat and Livestock Australia.



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