



2ND
BIGGEST
BEEF INDUSTRY
COST, 'MLA'
\$114 MILLION'

YOUR HEIFERS ARE AT RISK

The Pestivirus Impact: 23% fewer cows were pregnant within 4 months of calving

Northern Australian Beef Fertility Project: CashCow Project

Northern Australian Beef Fertility Project: *CashCow* findings²

COW PRODUCTION IS A FUNCTION OF REPRODUCTIVE PERFORMANCE, SURVIVAL AND GROWTH.

- Pestivirus infection in northern Australia is widespread.
- In mobs with high levels of exposure to pestivirus, **23% fewer cows were pregnant** within 4 months of calving than in mobs with low levels of exposure.
- Evidence of high levels of recent pestivirus infection varied, but typically was about 10–20% of mobs. In these mobs **foetal/calf loss was 10% higher** than in mobs with a low prevalence of recent infection.
- Heifer mobs were at greatest risk.



If a cow herd of 1000 experienced 23% fewer pregnancies, the resulting potential loss in future weaner sales at \$700 per weaner would be:

Fewer Pregnancies 23% (230 calves) = \$161,000

DON'T LEAVE PESTIVIRUS TO CHANCE – VACCINATE YOUR HEIFERS*

Start by vaccinating your heifers with Pestigard®. The only vaccine available to protect your cattle against reproductive losses due to pestivirus.

Easy Application The interval between the 1st and 2nd dose can also be extended to 6 months.

* Vaccinating heifers is a good starting point in previously unvaccinated herds. A complete Pestigard vaccination program involves 2 doses in heifers, followed by an annual booster dose pre-joining. In herds that are not fully vaccinated, ongoing monitoring of the risk of pestivirus should occur.



FOR MORE INFORMATION, SPEAK TO YOUR LOCAL ZOETIS REPRESENTATIVE OR CALL 1800 963 847

References: 1. MLA Report B.NBP:0382, 2014. 2. These findings come from the *‘CashCow Project’* – involving an alliance of university, government and private research agencies, which studied the reproductive performance of more than 78,000 heifers and cows in Queensland, the Northern Territory and the Kimberley of Western Australia.