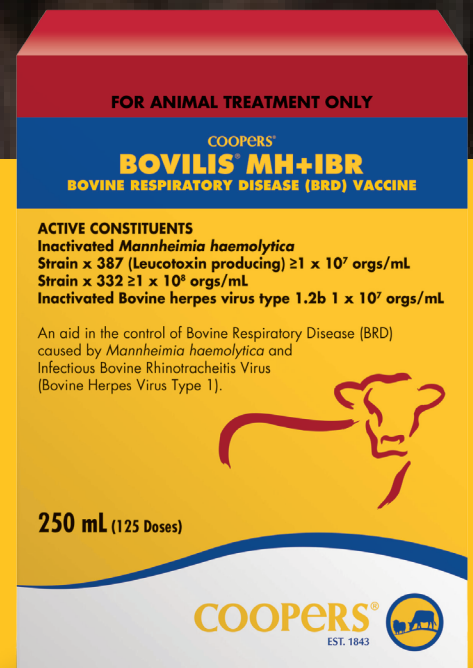


GET READY FOR FEEDLOT DEMAND WITH **BOVILIS MH+IBR** PRE-VACCINATION FOR BOVINE RESPIRATORY DISEASE (BRD).

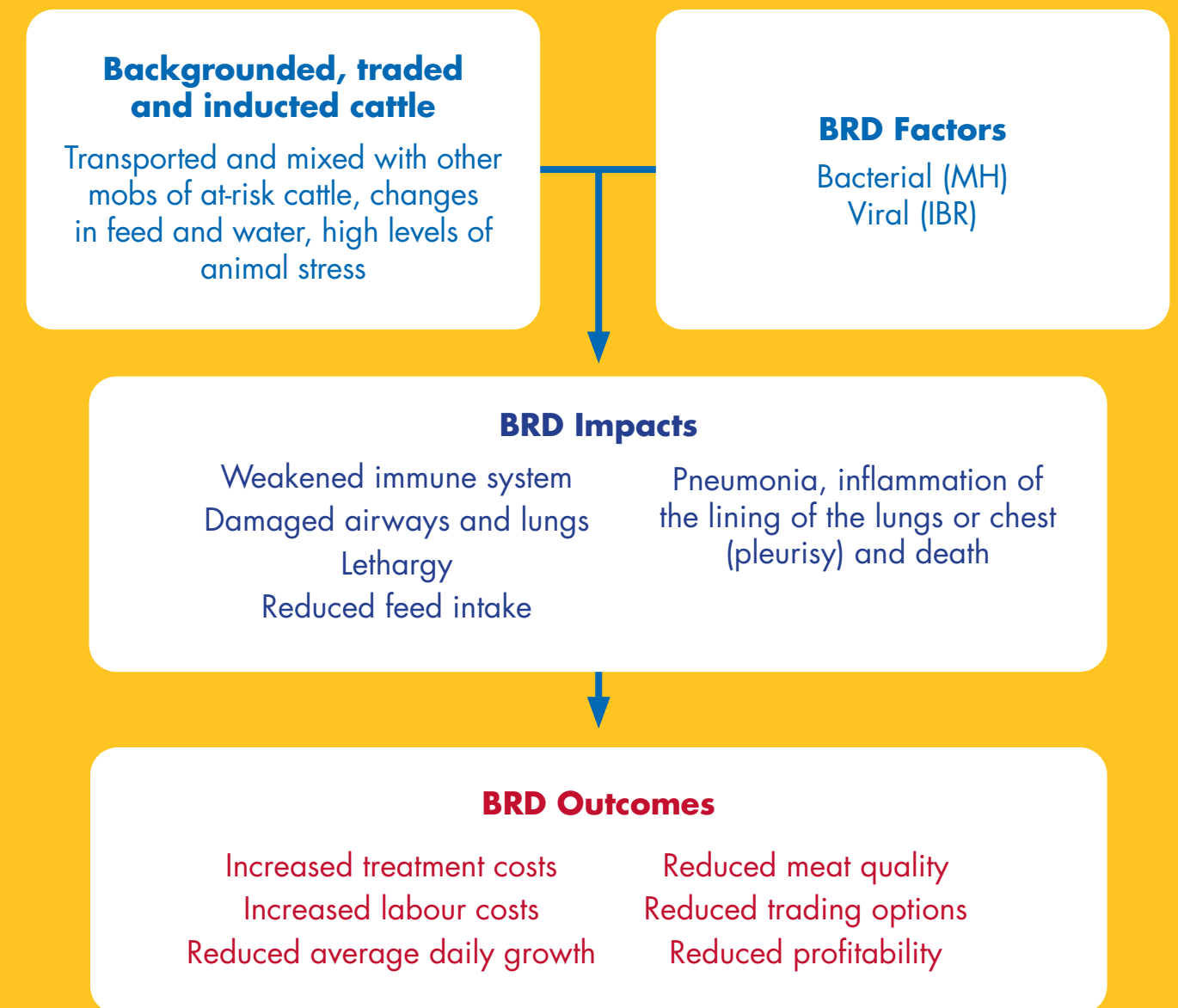
**YOU'RE
READY
TO GO
WITH BOVILIS
MH+IBR**



Bovine Respiratory Disease (BRD) is a major concern for backgrounders and Australian feedlots.

- Stress is a key factor for cattle getting sick from Bovine Respiratory Disease (BRD). Infection is common when cattle are placed in stressful environments, their diets are changed, or when they are mixed with new cattle. That's why BRD is a major issue when cattle are transported to and from sales yards, when they head to backgrounding properties, and when they are inducted at feedlots.
- Of the many viruses and bacteria known to contribute to the development of BRD, *Mannheimia haemolytica* (MH) and Infectious Bovine Rhinotracheitis Virus (IBR) are considered two of the most damaging when it comes to cattle health¹. Vaccinating against both of these is considered to be critically important to aid in the control of BRD, particularly for backgrounders and feedlots.
- BRD contributes to reduced growth performance², reduces meat quality⁴ and increases labour costs^{2,3}.
- It is not uncommon for young, BRD susceptible cattle in intensive situations such as weaning, saleyards, backgrounding operations or feedlots to experience levels of sickness which affect 25% of the mob², including the death of some animals.
- MH and IBR are often linked to significant pneumonia cases⁵.

With the combination of stress, changes in diet, and co-mingling, BRD risk increases for backgrounded and feedlot inducted cattle.



Bovine Respiratory Disease (BRD) is the **#1 health issue for Australian feedlots¹**. If you are backgrounding for the feedlot market, **many feedlots want Bovilis MH+IBR pre-vaccinated cattle[^]** because the vaccine is proven to reduce mortalities and morbidities compared to other BRD vaccination programs⁶.

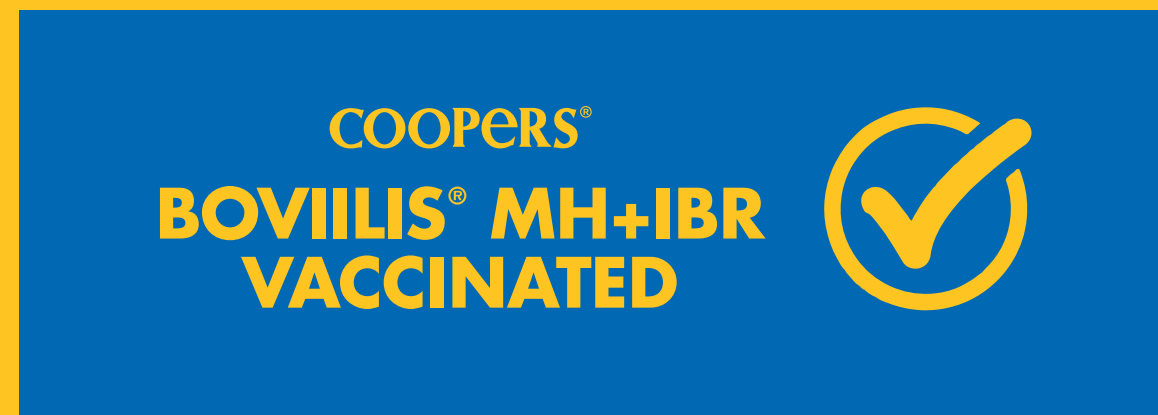
Bovilis MH+IBR pre-vaccination helps you and your cattle get ready for feedlots and market requirements

Ready for feedlot demand

Many Australian feedlots ask for and some mandate on-farm pre-vaccination with Bovilis MH+IBR⁶ prior to feedlot entry because it is proven to increase performance and productivity compared to other vaccine programs⁶.

Ready for market fluctuations

When you vaccinate with Bovilis MH+IBR, you can confidently sell to feedlots that want Bovilis MH+IBR vaccinated cattle, or trade through saleyards or direct to other producers depending on what the market dictates, knowing that your cattle are protected against both MH and IBR infection.



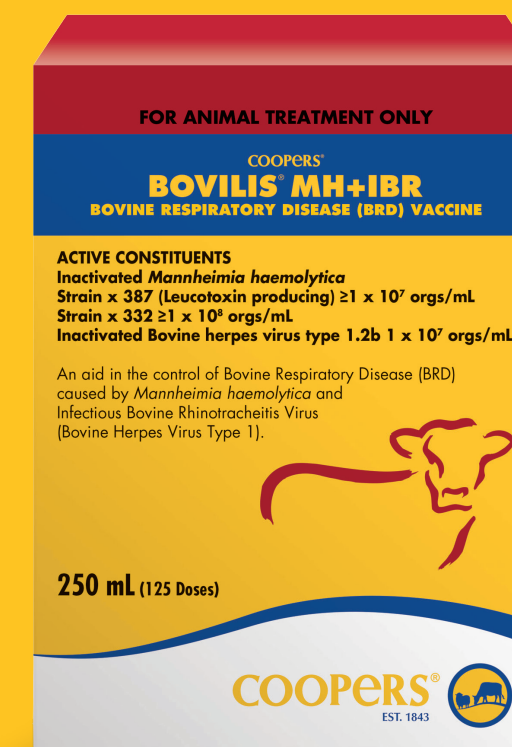
Bovilis MH+IBR is ready to help you increase productivity and profitability.

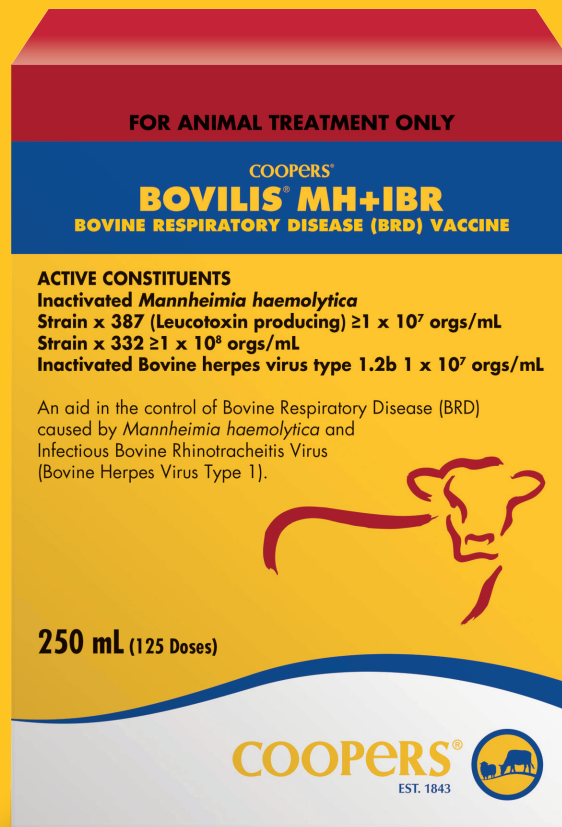
Ready-to-use formulation

There is no need to reconstitute Bovilis MH+IBR prior to use, making vaccination quicker, easier and less labour intensive. In comparison, both Zoetis BRD vaccines require re-constitution prior to use⁷.

Ready to reduce dose wastage

Bovilis MH+IBR has a 42-day broached vial claim, which means you can draw repeat doses over 42 days, allowing plenty of time to use every dose to help you save money. In comparison, Zoetis BRD vaccine do not have a broached vial claim⁷.





YOU'RE READY TO GO WITH BOVILIS MH+IBR

1. MLA, Controlling BRD in feedlot cattle, FLO6, 2001. 2. Gagea MI et al. J Vet Diagn Invest 2006; 18: 18-24. 3. Wittum TE et al. JAVMA 1996; 209: 814-8. 4. Thompson PN et al. J Anim Sci 2006; 84: 488-98. 5. Cusack et al, Evaluation of practises used to reduce the incidence of bovine respiratory disease in Australian Feedlots, MLA, 2016.6. Bovilis MH+IBR Field Trials, 2009/2010. MSD Data on file. 7. Bovi-Shield MH One and Rhinogard labels, accessed 6/2/2025. The registered owner of both Bovi-Shield and Rhnogard is 'Zoetis Services LLC'. ^The requirement for vaccination with Bovilis MH+IBR can vary between feedlots. Check with your feedlot cattle buyer.

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