

Helpful Tips and Agents for Removing Internal Sealants...

From the Udder and Your Milking Equipment

by Dr. Terri Taraska, Professional Services Veterinarian

Orbeseal is a product used to provide a physical barrier between the cow and the environment during her dry period. This non-antibiotic paste product, manufactured by Pfizer, is a terrific addition to the dry off program. New mastitis infections have the potential to be reduced, resulting in lower somatic cell counts in fresh cows. This physical barrier mimics the keratin plug at the teat canal and will stay in place for the length of the cow's dry period. But once that cow has freshened, we need to get the Orbeseal out of the teat. Pfizer has specific recommendations for removal from the udder:

- Be sure to grab the teat where it meets the udder and work all the way down. Strip the entire quarter by starting at the top and working all the way down.
- Strip aggressively, 10 to 12 times per quarter, for the first 4 days post freshening.
- Milk into a bucket for the first 3 to 4 days post-freshening.

Unfortunately, there are situations where Orbeseal has been linked to accumulation in milking systems. Contamination with the teat sealant has been linked to discoloration in some types of cheese--a problem referred to as the 'black spot defect'. This discoloration is purely cosmetic and does not pose a risk to human health, but is a concern to those in the cheese industry. Pfizer has worked diligently with farmers to set up training for the use of this product as part of a dry cow program.

Why should you care?

Using a teat sealant removal product will help **keep your system clean** and provide a **better milk supply** for cheese processors to make a **higher quality product** for consumers to enjoy.

So in addition to reviewing administration and removal techniques with your milker team, review your Clean In Place system of your equipment to prevent build up and removal of teat sealant from your system. Check water temperatures and temperature monitoring devices. Water for cleaning needs to be at least 120° F to get rid of Orbeseal.

In addition to this, ANIMART welcomes the addition of Seal Off to its new Dairysan line. Used as a CIP detergent booster in a milk system wash cycle, Seal Off removes the remains of Orbeseal and other internal sealants from milk transfer equipment such as milk units, receiver jars, and pipelines. Besides Seal Off, this first phase of the ANIMART Dairysan line includes six other essential products to improve your dairy sanitation: Pasteurizer Cleaner, Laundry PWD-S, Laundry LIQ-S, Foaming Acid Cleaner, Foaming ALK Detergent and **NEW!** Dish Soap.

Seal Off

- Designed specifically to easily remove internal teat sealant that can become stuck in dairy CIP systems.
- Available in 5 or 15 gallon drums.



Be sure to check out ANIMART's new line of Dairysan products at www.animart.com

- Foaming ALK Detergent
- Foaming Acid Cleaner
- Pasteurizer Cleaner
- Seal Off
- Laundry LIQ-S
- Laundry PWD-S
- **NEW!** Dish Soap



Pinkeye Prevention

Prevent Pinkeye this Season in Your Herd with Proven Vaccines

Although cattle can suffer from pinkeye during anytime of the year, vaccinating cattle 30 days prior to fly season is key to preventing pinkeye in your herd. Ask your ANIMART Professional Services Veterinarian or Territory Manager about pinkeye prevention or call 1.800.255.1181 today!

• Maxi/Guard Pinkeye

by Addison Laboratories

Save 10% on all Maxi/Guard Pinkeye purchases.

Offer valid 4/1/11 thru 5/31/11.



• SolidBac Pinkeye IR/PR by Pfizer

FREE SolidBac Applicator with 100+ dose purchase.

Limit one applicator per operation. Offer valid 4/1/11 to 5/31/11 or while supplies last.

• Piliguard Pinkeye TriView Bacterin by ISP

• Piliguard Pinkeye-1 Trivalent by ISP

• Pinkeye Shield XT4 by Novartis

Pinkeye/Clostridium Vaccines:

• Alpa-7/MB-1 by BIVI

• Piliguard Pinkeye+7 by ISP

• 20/20 Vision 7 by ISP

Product News!

NEW! Celmanax SCP

- Now Available in Liquid or Soluble Conc. Powder
- Ultra concentrated preparation of yeast components, yeast culture, yeast extract, and hydrolyzed yeast.
- An excellent nutrient source.
- To be used as a dietary supplement for livestock, poultry, and companion animals where the benefits of yeast culture, yeast extract, and hydrolyzed yeast are desired.

NEW! Protimax Plus

- Whole egg powder designed for inclusion at low levels in milk and colostrum products.
- Reduces gut inflammation which helps reduce scours.
- Egg powder is rich in specific immune proteins and has been shown to improve calf performance when specific disease challenges arise.

NEW! Tingley Boots

- Injection molded, seamless construction for 100% waterproof protection.
- Excellent tensile strength, ease of stretch and tear resistance for more durability, better comfort and easier on and off.
- Will not crack or stiffen in the coldest of weather.
- Deep cleated outsole spits out debris for good slip resistance and longer wear.
- Heavy duty heel kick-off cleat for easy no hands removal.



Product Update

On BO with no estimated release date:

Bovine Ecolizer +C (syringe and 100ml) • Albon
D Panthenol • Methaplex • Liver 7 (Rx) • Vitamin B & B12
Sulfadimethoxine Inj.

Call for best substitutes (800.255.1181)

ANIMART®

Dairy & Livestock Solutions

Disclaimer: ANIMART makes every effort to provide accurate and complete information per label claims. Always read and follow the product label directions.

Industry Events!

Beef Cattle Fitting and Showmanship Demonstration Offered for Youth



Beef Program:
Monday, May 23rd
6 p.m. • Dodge
County Fairgrounds

Beef fitting and showmanship by
Wayne Keil and
Casey Jentz,
ANIMART staff

ANIMART Partners with Wisconsin Holstein Association for Hands-on Dairy Youth Demonstration

Dairy Program:

Tuesday, May 24th
6 p.m. • Dodge County
Fairgrounds

Hands-on dairy fitting and showmanship by **WHA JACs** and industry professionals.



All youth are invited to these complimentary hands-on workshops intended to help learn more about the art and techniques that will help them achieve high placings of their livestock at summer shows. Both demonstrations will be given on-site, using live animals.

Dodge County Fairgrounds is located on Hwy 33, 5 miles east of Beaver Dam WI. For details, call us at 1.800.255.1181.

Enjoy milk and cookies • Win great prizes!

800.255.1181 | animart.com

Page 2

Protect Your Herd from Flies, Inside and Out

Flies are a major cause of discomfort and warm weather diseases. Flies cause problems by biting animals and irritate cows' eyes, causing serious infections such as pinkeye. There are four common cattle fly pests: house, stable, face and horn flies. Each fly has a unique life cycle, feeding pattern, behaviors and require different insecticide control. ANIMART can help you select the right fly products to fight flies this season.

Tips for Inside Fly Control: Remove fly breeding material weekly (manure, garbage, old feed, rotting hay, weed piles). Use sticky ribbons, baits, residual premise sprays, knock-down sprays and whole-animal sprays.

Tips for Outside Fly Control: Use ear tags, pour-ons, whole-animal sprays and self-applicating devices.

New! Prozap CT-75

- An aerosol used to control flies, gnats, moths, wasps, fleas, beetles, weevils, roaches and spiders.
- For use on dairy cattle, beef cattle, horses, and hogs.

OxyFly by Novartis

- Water-based capsule suspension technology makes for convenience and ease-of-use on adult flies.
- Fast knockdown, odor-free, low toxicity and long residual.
- Apply directly onto surfaces where flies are present, including walls, posts, scraping equipment and litter.
- Available in 1 quart size.



Neporex by Novartis

- A water-soluble granule suitable for scattering or spraying.
- Proven to stop fly larvae from growing into adult flies.
- Available in 11 lb. bag.

QuickBayt Fly Bait by Bayer

- Fast, effective and highly attractive to flies.
- Formulated mixture of two fly attractants.
- Paint-on or use in bait stations.
- Convenient and ready-to-use scatter bait.



QuickStrike Fly Scatter Bait

- For the control of nuisance house flies in and around livestock, poultry facilities and stables
- Contains Z-9 tricosene to attract house flies to the bait.
- is a granular formulation that provides consistent killing power for the field life of the formulation.

Electro Bait by Elanco

- Effective control of house flies, with no known resistance.
- Unique, delayed mode of action that kills house flies after they have eaten and left the bait area.
- Available in 5 or 40 pound pails.

Ask about ANIMART's wide selection of Fly Control Solutions:

Baits • Bombs • Ear Tags • Livestock & Premise Sprays
Pour-Ons • Sticky Tapes

Cylence by Bayer

- Cyfluthrin pour-on insecticide for control of horn and face flies, biting lice and sucking lice on beef and dairy cattle (including lactating).
- Controls with one treatment for up to 3 weeks.
- Can be used on cattle of any age or breed.
- Pint and 6 pint (requires applicator gun) sizes available.



Ultra Boss Pour-On

- by Intervet/Schering-Plough
- Broad spectrum against lice: face, horn, and horse flies, mosquitoes, black flies and ticks for dairy cattle (including lactating).
- Fast-acting 5% Permethrin formulation with 5% Piperonyl Butoxide optimizes control.
- Effective horn fly control for 8 weeks.
- No preslaughter withdrawal and no milk discard.

Super Farm II Spray by Durvet

- Dependable yet economical formula features pyrethrin for fast acting knockdown and kill. Available in 2.5 gallon.
- Kills stable flies, horn flies, mosquitoes, gnats and fleas.
- Use as an area spray and directly on animals.

QuickStrike Fly Terminator Pro

- An insecticide-free fly trap and is ideal for use around livestock operations.
- The reusable, durable plastic gallon jug traps up to 35,000 flies.
- Patented, NO-RUST plastic top won't rust when exposed to the elements and ammonia.
- Includes patented fly attractant flies can't resist.

Fly Terminator Pro Attractant 2 pk Refill Available.

QuickStrike Fly Strip - Twin Pack

- Designed for worry and trouble-free use.
- The active Nithiazine insecticide has been applied to a plastic strip enclosed within a perforated, tamperproof plastic cover.
- This gives flies access to the treated plastic surface – but minimizes exposure to animals and personnel.

Fly Predators by Spalding

- Quick, effective and easy-to-use.
- Effective against House, Stable and Horn Flies.
- Target immature flies before they reproduce.
- Sprinkle near calf hutches and areas with moist manure weekly.
- Start early in the season before the daytime highs get into the 60's; before the first flies begin to appear and continue to Labor Day.
- Economical – less flies lead to more productive cattle.



Contact ANIMART for a FREE Fly Predators Quote or complete online at animart.com/fp
ANIMART Code 96631

ANIMART®

Dairy & Livestock Solutions

1240 Green Valley Road | Beaver Dam WI 53916

800.255.1181 | animart.com

PRSR STD
U.S. POSTAGE
PAID
EP • Direct
Fond du Lac, WI

Helping to keep your herd healthy

Details Inside!



What's Inside

CIP Procedures	Page 1
Pinkeye Prevention.....	Page 2
Product Updates.....	Page 2
Fly Control	Page 3
Producer Savings	Page 4

Saving You Money thru Rebates...

In 2010, we saved our customers \$212,597.20

- **Saving** you **time** by processing your manufacturer **rebates**
- **Automatic reporting** ensures you earn credit for purchases
- **Saving** you an average of **1% of your sales**
- **Decreasing** your purchase **price**
- **Direct** link to manufacturer

Pfizer Performance Pays

Earn 4% rebate on all qualifying purchases of \$500 or more, from **both of the following categories:**

Category 1: Spectramast LC • Spectramast DC • Albadry Plus • Orbeseal • Pirsue

Category 2: Lutalyse • Eazi-Breed CIDR • All cattle vaccines
Offer valid 2/1/11 thru 5/31/11. Min. order \$500, max. order \$7,500.
Must buy minimum \$75 per category.

Merial Spring Producer Rebate

- **Eprinex** 20L \$160 • 5L \$30, 4 or more 5L \$40/L • 2.5L \$10
- **IVOMEK** 1000mL \$20 • 500mL \$10
- **IVOMEK Pour-On** 20L \$80 • 5L \$30 • 2.5L \$10
- **Cystorelin (Rx)** 5ds \$.50 • 15ds \$1.50
- **J-Vac** 125ds \$12 • 50ds \$4

Offer valid 2/1/11 thru 6/30/11.

ISP Spring Producer Rebate

Offers three purchase levels **\$2,500, \$10,000 & \$15,000+**
Vaccines • Implants • Antiparasitics •
Anti-inflammatory • Anti-infectives • Mastitis
Offer valid 12/1/10 thru 5/31/11.

BIVI Dry Cow Tube Promotion

Purchase 11 boxes or pails, Get 1 FREE!

Qualifying Products: ToMorrow and Dry-Clox

To qualify order must be on one invoice. Offer valid 2/1/11 - 4/30/11.

BIVI Cattle Producer Program

Offers five purchase levels **\$1,000, \$5,000, \$10,000, \$20,000 & \$30,000+** on all cumulative BIVI purchases.
Offer valid 2/14/11 - 5/31/11.

Novartis Producer Rebate

Save up to 10% on qualifying Novartis Products.
Offer valid 2/28/11 thru 11/30/11.

Partnering to Benefit FFA

For ALL Pfizer Animal Health product purchased by ANIMART from February 1 to April 30, 2011 1% will be donated to FFA.



ANIMART®

Dairy & Livestock Solutions

animart.com

To view details on these programs and learn about more savings and specials, visit www.animart.com/producer-savings-programs.

800.255.1181 | animart.com

Page 4