

PROVITA NEWSLETTER

Winter 2011/12

Provita Appoints New European Distributor



Stephen Haslam (Left) with Benny Bredeck Provita's new European Distributor representative.

Provita has recently entered into the Northern European market having appointed a new distributor. After seeing the success of the Provita products in the Canadian and US markets, Comfort Solutions, Europe BV, Netherlands approached Provita about distribution in the European market. The Provita hoofcare range is now available in Russia, Germany, Denmark, Switzerland and the Benelux nations.

Stephen Haslam, commented: "The European Dairy Event at Stoneleigh was an ideal platform for our new distributor to gain an insight into the success we continue to have in our domestic market. We are both committed to farmer education and customer support therefore I believe this is only the beginning of a long lasting collaboration."

'Protect' now available in new '60 Calf Pack'

Provita has just launched its new '60 Calf Pack' of Protect. The product is the only licensed probiotic proven to prevent calf scour. Clinical trials have confirmed Protect's ability to reduce scours by 83% while, at the same time, increasing growth rates by 31%. The new pack provides a saving of 25%, bringing the treatment cost per calf down to £3.



Provita Protect, now available in a new '60 Calf Pack'.

It is an old saying that 'a stitch in time saves nine' and most of us would consider it a true one. But how many people wait until there is a problem before they take action? One area of animal health where reactive rather than preventative measures are still widely adopted is in relation to the management of calf scour. Many

farmers take a chance and hope (with fingers crossed) that they will not get a problem. Others accept that a problem will occur and they just treat it when it occurs. But why should you allow your calves to suffer a setback or even die?

A calf with scour will grow slower than a non-scouring calf. For a heifer calf this can mean it will be slower to enter the milk herd, resulting in a reduction in milk production worth between £66 and £800. A bull calf that takes scour will be almost worthless, however if it gets a good start it will achieve a more worthwhile price.

The number of calves which take scour can be reduced by up to 100% (average 83%) by Provita Protect. Protect contains three exclusive strains of beneficial bacteria (Probiotics). These unique strains have produced unique results. Protect is the only probiotic successful enough to achieve a licence for the prevention of calf scour. It provides broad-spectrum protection by excluding all strains of *Salmonella* and *E. Coli* from the gut and stimulates the immune system to produce higher levels of antibodies against all harmful pathogens.

Latest Developments

New Website Now Live!

Provita is continuing to invest and expand at all levels. November 2011 has seen the launch of the new Provita website. The new website will allow you to easily navigate through our product range which clearly specifies features and benefits. Farmer promotions will be publically posted on the website and once registered trade customers will be able to access a password protected section. We will regularly inform you of all our recent activity via our news section and you will be able to access 'hot of the press' news articles that have appeared in national and local publications via the media coverage section.

Quality Team New Appointment

We are delighted to welcome Arlene Brock to the team. Arlene joined the quality team in October 2011. She will be responsible for addressing technical product queries and will be ensuring that all GMP and HACCP standards are continued to be met in a growing company with an increasing regulated environment. Arlene comes from a farming background and has used Provita products for years. She commented: "I am delighted to be part of a multi-disciplinary team that produces high quality innovative products which are brand leaders in the animal health industry."

Protect should be used before a problem occurs and ultimately on every calf as soon as it is born. Most calves born at this time of the year do not have a big scour problem, however they are likely to be carrying and spreading the pathogens at a low level. As more calves are born throughout the year the level of harmful pathogens increase.

Using Protect before the problem becomes established can help reduce the levels of harmful pathogens, resulting in lower incidences of scour.

Secondary effects of digital dermatitis mean that footbathing is no longer optional but critical!



Veterinarian Roger Blowey training Provita lameness assessor on how to identify hoof condition accurately in parlour

DairyCo figures have highlighted that a quarter of the British dairy herd is lame at any one time, costing farmers an average of £180 per case through lost milk sales, treatments and reduced activity. Traditionally around 25% of all lameness has been associated with digital dermatitis. As everyone knows, this is an infectious condition that can spread quickly through the herd, producing painful lesions on the soft tissues between the claws and the heel. Cows often walk tenderly on the affected feet, sometimes giving the impression that they are walking on 'tip toes' in order to avoid touching the ground with the painful area of the hoof.

Last week, as part of a training session for their newly recruited lameness assessors, locally based natural animal health company, Provita, which is recognised among the farming community for their leading footbathing solution, Hoofsure Endurance, spent two days with renowned vet Roger Blowey (FRCVS).

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The Provita team were inquisitive as to why cows seemed to be walking on their 'tip toes' and how digital dermatitis can impact this. It was explained that a cow with digital dermatitis will naturally walk on her toes to reduce pain on her heel. This is well illustrated in the book, "Cattle Lameness and Footcare" which was nicknamed by one of the new recruits as his 'hoofcare survival guide' on foot conditions. This explains that the incidence of new digital dermatitis infected hoof lesions seems to be higher in herds where digital dermatitis is poorly

controlled, and can often result in total amputation of the digit.

Roger Blowey also wrote to the Veterinary Record in August 2011 pointing that there is increasingly more evidence to suggest a secondary involvement of digital dermatitis. What is especially interesting about digital dermatitis is that over the past few years the disease has changed. In addition to causing infections of the skin, the bacteria have now moved onto the hoof, and are associated with non healing hoof lesions such as toe necrosis, 'wall ulcers' and non-healing sole ulcers. The reason for this change in disease pattern is unknown, but the change has been noted in several different countries around the world at the same time, and highlights that a major shift is now required in our approach to the control of infectious causes of lameness on farm.

Provita Technical Advisor, Tommy Armstrong also emphasised, "Secondary effects of digital dermatitis mean that preventative footbathing is no longer optional but critical! Our lameness assessors have been professionally trained and you can make use of this service by contacting your Provita representative.

Expert Advice

Provita offer access to lameness assessors who have been professionally trained. You can make use of this service by contacting your Provita representative.

For more information, telephone Provita on (028) 8225 2352

Phosphate – a very important factor with downer cows

The run up to calving and the period directly thereafter is a period of tremendous stress for the modern dairy cow. Not alone does she have to cope with the physical exertions of calving but the myriad metabolic changes that are taking place within her body as well. Much has been written and said over recent years about the need to manage the dry cow properly, and particularly with regard to mineral intakes during the weeks leading up to calving.

Magherafelt-based veterinarian Liam Young is keen to endorse the principle that the dry period represents the actual start of the cow's next lactation.

"Proper management in the run up to calving is essential, so as to ensure that the cow calves down well and starts milking to her full potential," he further explained."

But even on farms where the highest standards of dry cow management are practised, cows still go down with what is thought to be Milk Fever. In such cases the immediate response is to get a couple of bottles of Calcium into the animal as quickly as possible. But what happens if the cows still does not get up after this course of treatment.

Liam is currently undertaking a post graduate diploma in dairy health and nutrition at University College Dublin. One of the course modules focuses on the treatment of downer cows and specifically highlights scientific research, carried out by a team including Dr Jesse Goff of the USDA, which has revealed the link between Phosphorous, in its various forms, and Calcium deficiencies. This work has uncovered the fact that Phosphate is the only form of the mineral which will act to increase Phosphorous levels in blood plasma. Many traditional forms of Phosphorous contain Phosphite, which is not easily absorbed into the bloodstream .
Liam Young again:



Magherafelt based vet Liam Young demonstrates the surgery's blood analyser to Provita's Tommy Armstrong

"In a significant number of downer cow cases, the problem could be caused by a severe fall off in blood Phosphate levels. It is now standard protocol for vets in our own practice to take a blood sample from each cow and have this assessed for Phosphate without delay back at our surgery. This process takes only takes ten minutes as we have a blood analyser back at the surgery. "It is crucially important to get 'downer cows' back on their feet as quickly as possible. If the blood tests come back and confirm a Phosphate deficiency, then we can take the appropriate steps very quickly.

"We then give the cow a Calcium infusion and a bottle of Provita BoviPhos, which contains the recommended 50 grammes of oral Phosphate."

"We do come across a significant number of Phosphate induced downer cow cases, particularly during the autumn months," he further explained
Provita's Tommy Armstrong was a recent visitor to the Magherafelt practice of Crockett, Jamison and Young. He confirmed that low blood Phosphate levels is a key contributor to a growing number of downer cow cases on local dairy farms.

"With this in mind we developed Provita BoviPhos," he explained.
"The drench can be used to aid

recovery of recumbent cows. It should be used together with a Calcium infusion."
BoviPhos is readily absorbed within one hour but has a further delayed release for a further two to six hours. It is also extremely palatable and is pH buffered.
"BoviPhos, which comes in ready-to-use 500 ml bottles, has a balanced formulation, which maintains the correct Calcium to Phosphorous ratio," Tommy Armstrong concluded.

Also available from Provita is BoviCal, which aids in reducing the risk of Milk Fever. The drench can be used immediately before or after calving and before recumbency. It contains 50 grammes of Calcium per bottle, five times the level of other sources. The product has a natural formula, which elevates Calcium levels for twelve hours.



For more information, telephone Provita on (028) 8225 2352 or your local representative.



www.provita.co.uk

New website NOW LIVE!

Features include;

- **Farmer Promotions**
- **Trade Customer Login**
- **Latest News Updates** • **Media Coverage**
- **Searchable Information Resource**
- **Best Practice Guides**

**For more information on any Provita products
or issues covered in this newsletter contact your local representative;**

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Visit Provita at the following upcoming exhibitions;

The Royal Ulster Winter Fair

Thursday 8th December
Kings Hall, Belfast
Ground Floor,
Stand number A5

AHDA

AHDA 27th Annual Conference and Exhibition
Tuesday 17th and Wednesday 18th January 2012
Hinckley Island Hotel, Hinckley, Leicestershire

Spring Farm Machinery Show

Ecclesville Centre, Fintona
Tuesday 24th January – 26th January 2012
Stand number: H326

