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Promoting Excellence in Animal Health Sales

Veterinary adVantage

LIVESTOCK EDITION



The Formula for Improved Calf Performance

Delaying weaning age and choosing the right milk replacer can keep calves growing and healthy

INSIDE:

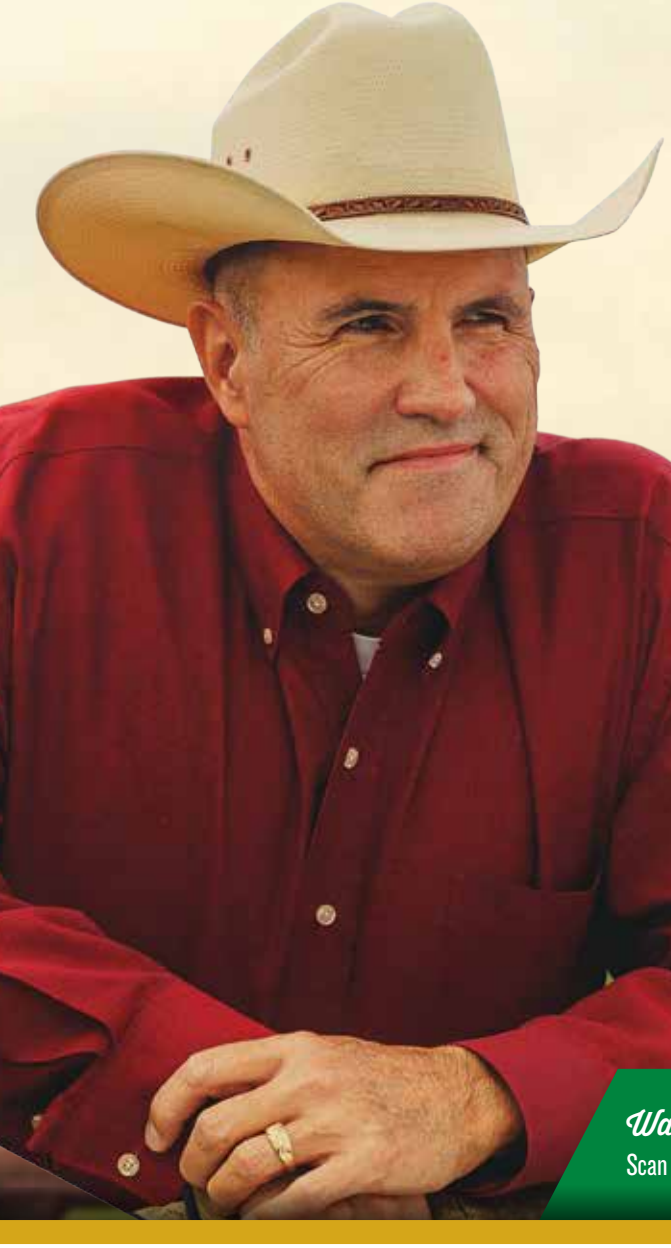
Vaccination Strategies for Livestock » p.18

How to Win the Talent War » p.31

LONGRANGE® (eprinomectin)

THE WEIGHT GAIN IS REAL.

Go ahead, blink.



A deworming with LONGRANGE® (eprinomectin) can help keep parasites from eating into your clients' profits.

If your clients used a conventional dewormer like CYDECTIN® (moxidectin), SAFE-GUARD® (fenbendazole) or in combination, their cattle are probably already reinfected with parasites. That's because conventional dewormers only last 14 to 42 days and SAFE-GUARD has no persistent effect. **Only LONGRANGE delivers up to 150 days of parasite control in a single treatment.**[1,2]

When you look at the benefits of season-long parasite control with LONGRANGE – you'll see your clients have a lot to gain.

Prescribe LONGRANGE for your cow/calf clients

and they'll see the difference for themselves.

As much as **40 LBS**[*3]

Over calves treated with CYDECTIN + SAFE-GUARD.

*Results varied between 13 and 40 lbs. for heifers and steers, respectively, over 104 days.

For prescription information, visit *theLONGRANGElook.com*



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Administer subcutaneously at 1 mL/110 lbs.

Watch for a chance to win a JOHN DEERE® GATOR™

Scan to watch video and enter, or go to theLONGRANGElook.com/cc6l.

IMPORTANT SAFETY INFORMATION: *Do not treat within 48 days of slaughter. Not for use in female dairy cattle 20 months of age or older, including dry dairy cows, or in veal calves. Post-injection site damage (e.g., granulomas, necrosis) can occur. These reactions have disappeared without treatment.*

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[1] **Dependent upon parasite species, as referenced in FOI summary and LONGRANGE product label.**
[2] LONGRANGE product label.
[3] Data on file at Merial.

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Generational Change

Farmers and livestock producers are growing older – but not necessarily retiring



BY JENNIFER RYAN

Share your successes. Drop me a line at jryan@vet-advantage.com.

According to the USDA, the average age of the U.S. farmer is now 58 years old. As farmers and ranchers grow older, you can expect that land – and business ownership – to change hands.

It's estimated that about 10 percent, or 91.5 million acres, of farmland is expected to transfer to new ownership in the next five years. The Northeast, Plains, and West regions transferring larger shares than the U.S. average or other regions. Almost half of the land transfer will take place through trust arrangements, according to the USDA.

For millennial ranchers, consider sending text messages instead. Traditionalists tend to be individual while Baby Boomers appreciate meetings.

Who are you working with?

- Traditionalists or Veterans (born before 1946)
- Baby Boomers (1946-1964)
- Generation X (1965-1979)
- Generation Y or Millennials (1980-2000)

Information from *Forbes Magazine*

Before that change occurs, multiple generators of farmers and ranchers are working side-by-side. This means distributor sales representatives (DSRs) must connect with more than one decision maker – and do it effectively. For older farmers, that may mean more formal communications like mail or phone calls. For millennial ranchers, consider sending text messages instead. Traditionalists tend to be individual while Baby Boomers appreciate meetings.

To work towards building a strong relationship, it's important to avoid stereotyping people from any generation. This can cause you to miss opportunities to improve communications and strengthen relationships, according to the University of California, Santa Cruz.

DSRs themselves belong to these generations and likely exhibit communications preferences. Now is the time to learn flexibility. It's important to developing lasting relationships with ranchers that are going to be part of a massive ownership transfer in the next five years. ■

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Improved facility. Same product.

WG Critical Care Animal Health updated and modernized the equipment and the facility that's been producing QUARTERMASTER® Suspension since 1974. The wait is over. Product is in stock and available for immediate shipment from your veterinary supplier.

Effective then. Effective now.

A study published in 2013 assessed intramammary infections postcalving, cure of preexisting infections over the dry period, prevention of new infections during the dry period, and risk for a clinical mastitis case between calving and 100 days in milk.

The results: *No difference in efficacy* between QUARTERMASTER® Suspension and a third-generation cephalosporin in affecting a bacteriological cure.[1]

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Quartermaster®
Suspension
penicillin-dihydrostreptomycin in oil



Quartermaster® Suspension Safety Information
Indications: Intramammary use to reduce the frequency of existing infection and to prevent new infections with *Staphylococcus aureus* in dry cows. **Limitations:** Not to be used within 6 weeks of freshening. Not for use in lactating cows. Milk taken from animals within 96 hours (8 milkings) after calving must not be used for food. Animals infused with this drug must not be slaughtered for food within 60 days from the time of infusion nor within 96 hours after calving. Federal law restricts this drug to use by or on the order of a licensed veterinarian. **Ingredients:** Each 10 milliliters of suspension contains 1,000,000 units of Procaine Penicillin G and 1 gram of Dihydrostreptomycin base, as Dihydrostreptomycin Sulfate.

Reference
1. Arruda A, Godden S, Rapnicki P et al. Randomized noninferiority clinical trial evaluating 3 commercial dry cow mastitis preparations: I. Quarter-level outcomes. *J Dairy Sci.* 96(7):4419-4435; 2013.

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All Ears

The importance of listening well to what your customers are really saying



BY PATRICK T. MALONE

Patrick T. Malone is a leadership expert and senior partner at The PAR Group, a training and development firm based in Atlanta, Ga. He is a co-author of the best-selling business book *Cracking the Code to Leadership* and may be reached at Patrick.malone@thepargroup.com

"You're not listening to me!"

This is one of the most common complaints you will hear from your DVMs and producers. They aren't saying you didn't hear them. They are saying that you didn't take them seriously and acknowledge them. For many livestock reps, this is a difficult proposition. By acknowledging, they believe they risk appearing to agree when they may not.

The following are four ways that you can eliminate those complaints and increase your closure rate in the process by acknowledging other points of view – even when you disagree.

Give your customers your full attention

Giving someone your 100-percent attention means you listen carefully enough to determine the other person's point of view. Too often we are more concerned with trying to be interesting to the DVM or producer. Try being interested in your client.

Additionally, suspend all other activities (i.e. checking you phone, getting out another collateral piece). You will become a better listener if you suspend your own point of view at that moment in time and concentrate on your client's point of view.

Wait until the other person is completely finished before thinking about your response. The slight pause between the DVM/producer finishing their point and your response is another sign of respect. It shows you are not just spewing some canned response you memorized off a spec sheet.

Response

The purpose of a response acknowledgement is to prove you are listening, that you received the message, and that the message has an impact on you. Done correctly,

