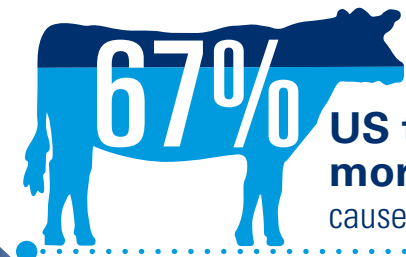


STOCKER BOVINE RESPIRATORY DISEASE

**Creating™
Connections**
Provides proven techniques such as
Acclimation to
manage newly arrived cattle helping
them **drink, eat, rest, and
trust handlers**
to improve chances of survival

Low Stress
Managed Cattle have
3x more the chance of survival
compared to High Stress Managed Cattle⁵



**US total
mortalities**
caused by BRD¹



Key Risk Factors of BRD

Wearing time
Light body weight
Commingled
Immunologically naive
Hauled long distances²



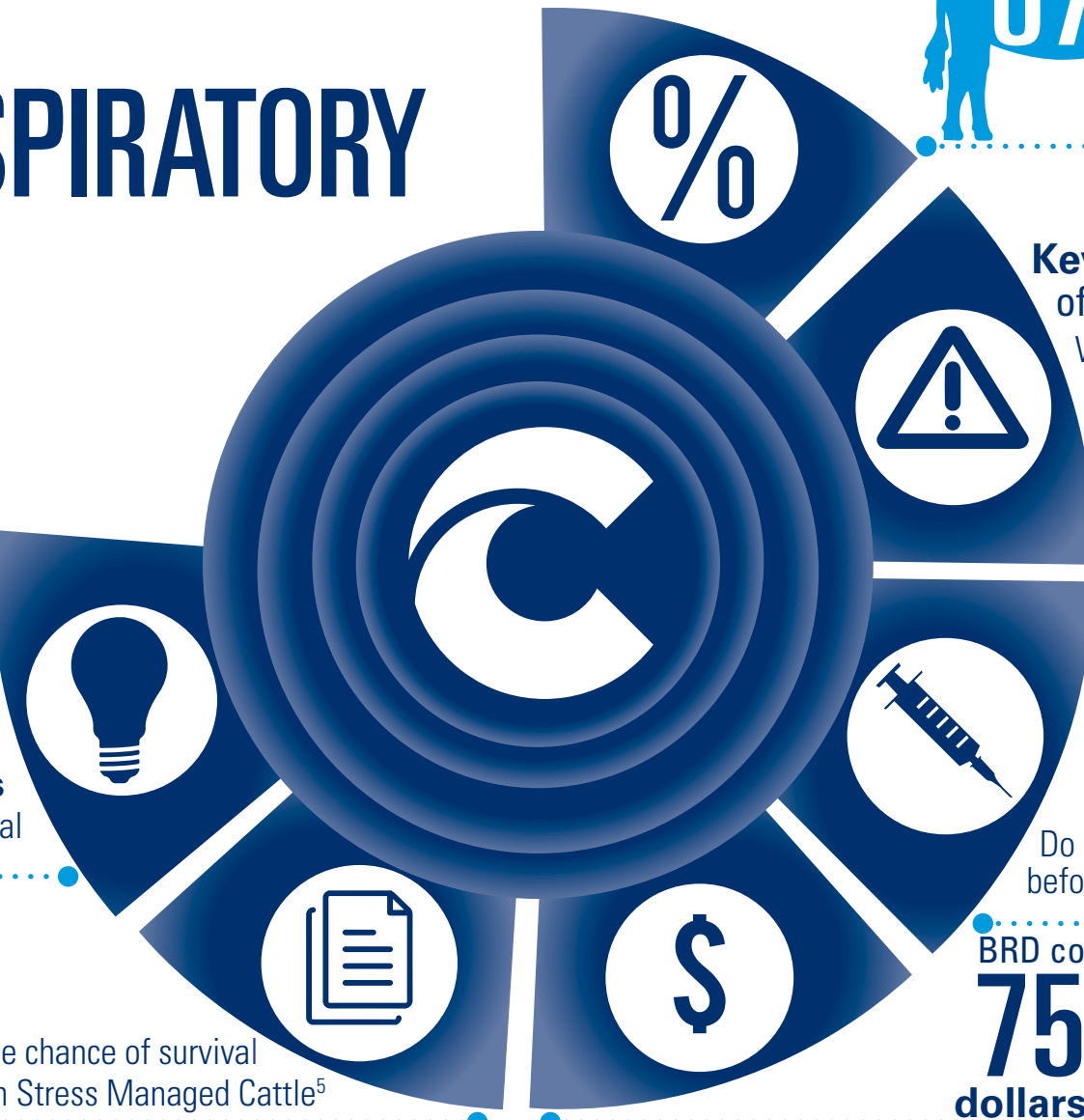
61%

Of producers

Do not vaccinate for BRD
before selling their calves³

BRD costs the cattle industry

750 million
dollars annually⁴



References:

¹Loneragan GH and Brashears MM (2005). Effects of using retention pond water for dust abatement on performance of feedlot steers and carriage of *Escherichia coli* O157 and *Salmonella* spp. *Journal of the American Veterinary Medical Association* 226: 1378-1383
²Duff GC and Galyean ML (2007). Board-invited review: recent advances in management of highly stressed, newly received feedlot cattle. *Journal of Animal Science* 85: 823-840
³USDA (2007b). *Beef 2007-08, Part III: Changes in the US Beef Cow-Calf Industry, 1993-2008*. Fort Collins, CO: USDA-APHIS National Health Monitoring System.
⁴Griffin, D. (1997). *Economic impact associated with respiratory disease in beef cattle*. *Vet. Clin. North Am. Food Anim. Pract.* 13:367-377.
⁵Figure 1c. Hodgson et al. (2012) *Stress significantly increases mortality following a secondary bacterial respiratory infection*. *Veterinary Research*, 43:21

WORKING TOGETHER
FOR CATTLE WELL-BEING

