

# One More Day Can Pay

*Giving BRD Treatments An Additional Day To Work Can Maximize Benefits*

**NEW YORK, N.Y.**

In any average day, producers identify and treat cattle for bovine respiratory disease (BRD). Traditional treatments often require that cattle be treated again in as little as three days – a schedule that hardly allows producers a break before they're back to giving another dose.

"The traditional few days between treatments doesn't take into account newer technology that can be effective with just one treatment or with longer intervals in between treatments," says Lee Bob Harper, DVM, managing veterinarian with Pfizer Animal Health. "More days in between treatments makes economic sense for producers looking to maximize every investment."

In a traditional BRD treatment pattern, producers administer an antibiotic and then re-treat those cattle still exhibiting BRD signs after about three days. This pattern doubles producers' treatment expenses in product, labor and time with every re-treat.

To get a better measure of a product's value, Dr. Harper recommends producers evaluate treatments on a per-day cost of therapy. With a full course of BRD therapy in a single injection, investing in technology can pay off rapidly.

"Choosing treatments that can effectively treat

BRD in a single dose and giving those products extra time to treat the disease can make a difference in the health of cattle and toward the bottom line," Dr. Harper says.

For example, products like DRAXXIN® (tulathromycin), have been proven to be effective for seven to 14 days after the first treatment. In one study, 85 percent of cattle were treated successfully after a single injection with no difference in mortality rates or average daily gain following a seven, 10 or 14 day PTI.<sup>1</sup>

"Once you've invested in technology, whether equipment or antibiotics, it's important to maximize the investment and give the products the chance to pay you back. Waiting even one more day before determining if a re-treat is needed can help producers do just that," Dr. Harper says. "However, not all products have this level of effectiveness, and that's why it's important to work with your veterinarian to help make antibiotic selections carefully based on solid research instead of tradition." △

*Do not use in calves to be processed for veal. A pre-slaughter withdrawal time has not been determined for pre-ruminating calves. Effects on reproductive performance, pregnancy and lactation have not been determined. DRAXXIN has a pre-slaughter withdrawal time of 18 days.*