



AVAILA[®] PLUS PROVIDES BREAKTHROUGH IN HOOF MANAGEMENT



DAIRY



BEEF



Net weight: 25 kg

1000-000000-00-00



DIGITAL DERMATITIS ROBBS DAIRY AND BEEF PRODUCTIVITY

Digital dermatitis – often referred to as hairy heel warts – is a silent thief. In the dairy industry, most producers are aware of the problem and typically practice control methods. In the beef industry, the prevalence and implications of this troubling issue are just beginning to be understood. In both industries, however, the scope of its effects on animal health and profitability are not fully realized.



- Digital dermatitis has been reported on 70 percent of all dairies in the U.S., with 95 percent of large operations (500+ cows) reporting having cattle afflicted with digital dermatitis.^a
- Digital dermatitis, which often leads to lameness, affects nearly 28 percent of all dairy cattle in confined herds.^b
- In the dairy industry, lameness significantly decreases milk production and fertility.
- In the beef industry, lameness can account for 70 percent of all sales of non-performing cattle, and the price received for lame animals is only 53 percent of the original purchase price.^c
- The size and scope of digital dermatitis within the beef industry is yet to be determined, and is a growing concern.

Digital dermatitis begins when skin integrity is compromised. When an animal's skin is constantly exposed to a moist, low oxygen environment that contains the bacteria that causes digital dermatitis, cattle can develop digital dermatitis within days. If left untreated, these digital dermatitis lesions can lead to severe and debilitating lameness.

From a visual standpoint, the most common symptom is a hairy wart on the skin above the animal's hoof or between the toes.

^a Reference of Dairy Cattle Health and Management Practices in the United States, USDA/National Animal Health Monitoring System report, February 2009.

^b DeFrain, J.M. et al., 2011. Proc. Of 16th Symposium and 8th Conference on Lameness in Ruminants. Rotorua, New Zealand.

^c "Lameness in Beef Cattle." The Beef Site, Sept. 17, 2011.

COMMON RISK FACTORS FOR INFECTION

- Introducing cattle from an infected herd
- Wet or muddy conditions
- Stress/immunity challenges
- Inadequate footbath programs
- Ineffective claw-maintenance programs
- Foot insult/injury
- Chemical or physical skin trauma
- Inadequate intake of micronutrients

> YET ANOTHER INNOVATION FROM ZINPRO

Availa®Plus, from Zinpro Corporation, has been developed specifically for use in dairy and beef cattle. It represents not only a new trace mineral product but an entirely new nutritional strategy for lameness management.

Until now, the alternatives have been external treatments, such as footbaths or antibiotics. Although they can be effective, properly administering footbaths is costly, cumbersome and time-consuming. Proper use of antibiotics provide equal management concerns.

By contrast, Availa-Plus, when fed as a component of a specific DD Formula, provides a nutritional approach to managing digital dermatitis. Simply put, research has shown that this carefully formulated trace mineral program works internally to enhance the animal's ability to resist the disease. All while backed by a company that producers know and trust. In addition, the Performance Minerals® found in Availa-Plus have been shown to improve overall nutrition, effecting claw/hoof integrity, reproduction/fertility rates, milk quality, average daily gain (ADG), feed efficiency/conversion, as well as decrease mortality and reduce veterinary costs.

Availa-Plus is the only combination complexed trace mineral product, when fed as part of a well-fortified diet, that research has shown to offer dairy and beef cattle producers and nutritionists an innovative and profitable way to manage digital dermatitis and improve productivity and operational efficiency.





MEASURING THE BENEFITS OF AVAILA-PLUS

- Proper nutrition, including a diet containing the trace minerals found in Availa-Plus has been shown to improve animal productivity, welfare and overall health resulting in greater profitability.
- For non-lactating cattle, when fed in conjunction with the specific DD Formula:
 - The complexed trace minerals found in Availa-Plus provide a nutritional approach to managing infectious diseases, such as digital dermatitis, and the treatments that are a result of the disease.
 - Research shows that feeding Availa-Plus, as part of a well-fortified diet, can be a highly effective alternative to treating an infectious foot disease with reactive approaches, such as footbaths and antibiotics.
 - While Availa-Plus may be fed to all classes of dairy and beef cattle, it is specifically designed to be fed to non-lactating animals according to body weight. For feeding instructions specific to the product, refer to the Availa-Plus Product Information Sheet.



RETHINK HOOF MANAGEMENT

Producers have treated foot health the same way for years with varying degrees of success. There is a need for change:



Improved claw integrity, reproduction/fertility rates, feed efficiency, milk quality, reduced veterinary costs and reduction in costs associated with footbaths and foot trimming.



Improved hoof integrity, average daily gain, feed conversion, live and carcass weight, decreased mortality and lower veterinary costs.

Put the right foot forward to improve herd health with Availa-Plus. To find out more, talk to your nutritionist or Zinpro representative, or visit zinpro.com.

10400 Viking Drive, Suite 240 • Eden Prairie, MN 55344 USA
952.983.4000 • 800.445.6145

