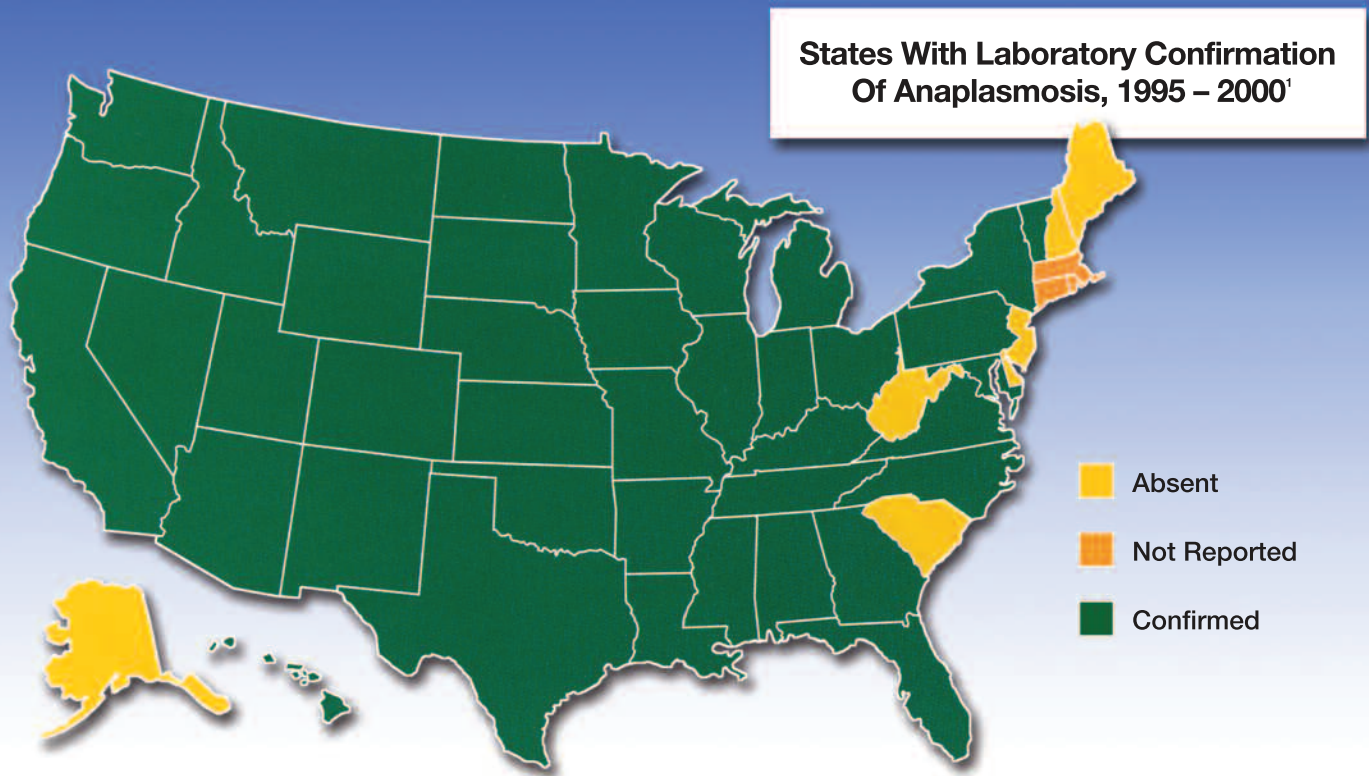


ANAPLASMOSIS

No Longer Just A Regional Problem



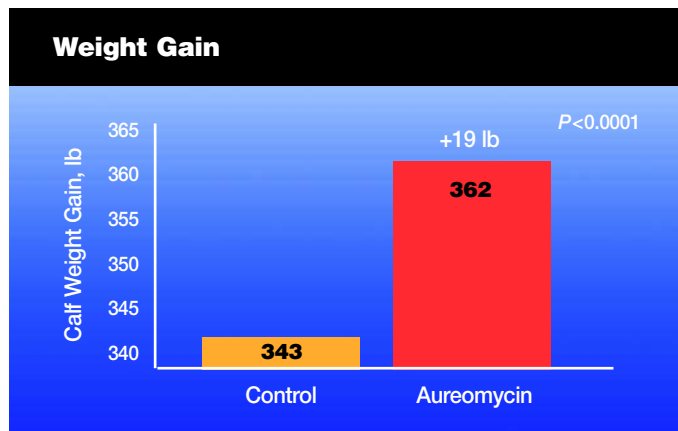
Anaplasmosis Is A Widespread Cattle Disease That Causes Serious Economic Losses

- Causes \$100 million in economic losses in the U.S.²
- Costs producers \$425 per animal³
 - Abortions – reduces calf crop by 4%^{4,5}
 - Cull rate increases by 30%^{4,5}
 - 30% to 50% of them die, if left untreated⁶⁻⁸
- Reduces productivity and fertility in 1- to 3-year-old cattle⁹
 - Carrier cattle are reservoirs for potential future outbreaks
 - Rate of gain, pregnancy rate, and milk production are all lowered
- Infects cattle of all ages¹
 - Older cattle have the highest risk¹
 - Cattle are especially vulnerable during stress conditions, such as shipping or pregnancy, when resistance is lowered¹

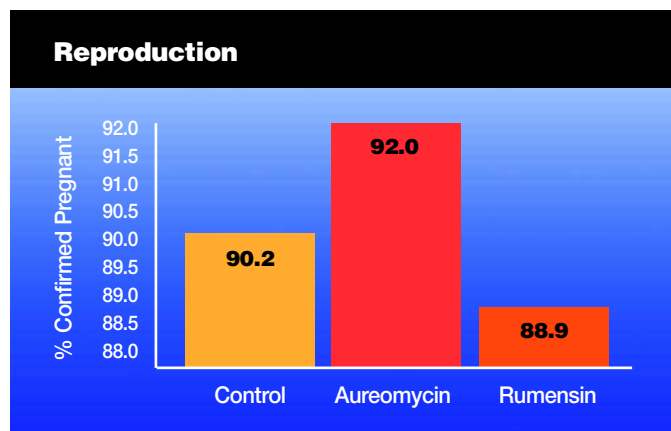
Aureomycin® *The only free-choice antimicrobial approved for anaplasmosis*

Research findings demonstrate the benefits of using Aureomycin in both cows and their calves

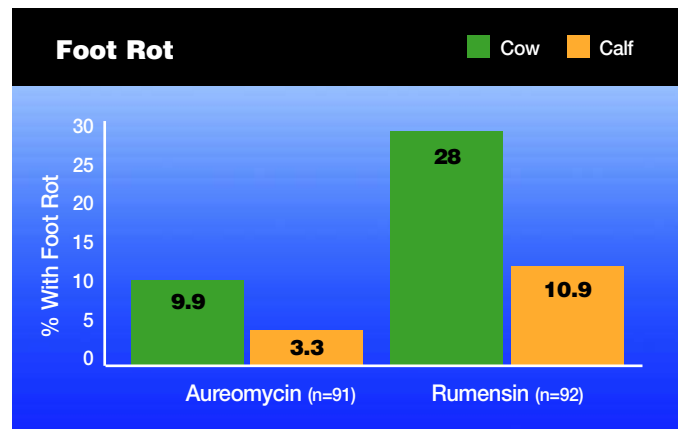
- Greater weaning weight and weight gain seen in calves¹⁰



- Greater pregnancy rate demonstrated vs. Rumensin®¹⁰



- Lower incidence of foot rot observed vs. Rumensin¹⁰



Aureomycin Economics in Mineral

19# Weaning Weight @ \$1.00/lb	=	\$ <u>19</u> .00
Health Savings (Medicine, Labor)		<u>8</u> .00

Extra Income	\$	<u>27</u> .00
Minus Investment	-	<u>3</u> .00

Net Profit	\$	<u>24</u> .00/Head
	(<u>9</u> : 1 Return On Investment	

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