

# INSIDE DAIRY WELLNESS

Health Updates for  
**PRODUCERS**



## Join the Dairy Wellness conversation

What does Dairy Wellness mean on your dairy? To us, Dairy Wellness means working together to improve every aspect of dairy management, every day. It's doing what's right

for healthy animals, healthy dairies and a healthy food supply. Join the [conversation on our Facebook page](#) and tell us how you practice Dairy Wellness on your operation.

▶ [Dairy Wellness on Facebook](#)

▶ [Pfizer Animal Health Dairy](#)

## Latest in repro, right from the experts

A new [online source of reproductive management information](#) is now available through a partnership between Pfizer Animal Health and *Hoard's Dairyman*. The [new e-source](#) features videos, articles and tips on improving your herd's reproductive success. On the site, you will find:



- Videos with Drs. [Todd Bilby](#), [Ricardo Chebel](#) and [José Santos](#) — three leaders in modern dairy reproductive research
- Articles on synchronization programs, breeding, heat detection and fertility
- Tips for incorporating vaccination into a reproductive

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## QUICK RESOURCES

- ▶ [Dairy Wellness on Facebook](#)
- ▶ [Hub for repro expertise](#)
- ▶ [U.S. Dairy Sustainability Awards](#)

management program

On Nov. 19, Dr. John Lee will host a webinar, “Simple steps to accelerate heifer reproductive performance.” The website also will be updated monthly with new content and videos. Bookmark the [page](#) and come back often!

- ▶ [Reproductive management e-source](#)
- ▶ [Trusted companion for repro performance](#)



**Awards celebrate dairy doing more with less**

The [Innovation Center for U.S. Dairy](#)<sup>®</sup> is accepting nominations for the [U.S. Dairy Sustainability Awards](#). The award program recognizes dairy farms, businesses and collaborative partnerships for their contributions to healthy people, healthy products and a healthy planet, and it showcases that sustainability makes good business sense.

Nominations are open through Nov. 15, 2012, to all segments of the U.S. dairy value chain for the following categories:

- [Outstanding Dairy Farm Sustainability](#)
- [Outstanding Dairy Processing & Manufacturing Sustainability](#)
- [Outstanding Achievement in Renewable Energy](#)
- [Outstanding Achievement in Energy Efficiency](#)

As a proud sponsor of the U.S. Dairy Sustainability Awards, Pfizer Animal Health encourages you to nominate a deserving industry member or group to help spread the word of the dairy industry’s everyday commitment to sustainability.

- ▶ [Download nomination forms](#)
- ▶ [Program video](#)
- ▶ [Innovation Center for U.S. Dairy](#)

▶ [DCRC meeting updates](#)

▶ [Video: What lies beneath: The underestimated costs of mastitis](#)

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## Keep up on DCRC repro happenings



Even if you can't make it to Sacramento on Nov. 8 and 9 for the Dairy Cattle Reproduction Council (DCRC) [annual meeting](#), you can keep up to date on what's happening through the [DCRC blog](#) exclusively sponsored by Pfizer Animal Health. During the meeting, log on to the blog to see:

- Summaries of innovative presentations available
- Video discussions with leading experts at the meeting
- Management tips from DCRC producer award winners

If you're coming to the meeting, please join us at the welcome reception from 6 to 8 p.m. Nov. 7 in the Capitol View Room.

[▶ DCRC meeting online updates](#)

[▶ Dairy Cattle Reproduction Council](#)



### Milk Quality Focus: The real cost of mastitis

Do you know what's really at stake when your mastitis treatment fails and cows require multiple treatments? Richard Wallace, DVM, Pfizer Animal Health, Cattle Technical Services, discusses the costs and economic impact of clinical mastitis that you may be overlooking. He also explains the necessary steps to help you achieve mastitis treatment success.

[▶ Video: What lies beneath: The underestimated costs of mastitis](#)