

## Media Release

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### Pinkeye free cattle a plus

Presenting cattle in the best possible condition has been the driving-force for the Coolac Cattle Company, NSW to put a series of measures in place to minimise eye-irritation and prevent Pinkeye.

Having seen Pinkeye outbreaks sweep through herds before, 'Cooineee' manager, Keith Snow, said it is a disease that can be minimised with a vaccine and is definitely on the 'not wanted' list.

"We have a big operation; there are 2,000 purebred Angus breeders on 12,000 acres of Murrumbidgee River and slopes country, translating into some 1900 weaner calves a year.

"We don't want and cannot afford Pinkeye in the calves and weaners, or the cows.

"If Pinkeye gets in and spreads through 30% of the herd, that's a lot of stock that we can't and won't sell."

Mr Snow says Coolac Cattle Company has built a reputation for supplying quality cattle that don't come with a surprise.

"We intend to preserve that reputation. We don't want to lose market access or compromise profit.

"All our weaned calves are drafted into weight lots and then every one is inspected and assessed. Any with a suspect or dribbly eye, or aren't doing well, are pulled out and put in a hospital paddock.

"All the sale lots go up on the internet; restockers take the heifers, while backgrounders or feedlots go for the steers."

He said farm and herd management includes minimising eye-problems.

"All calves are yard-weaned, and we aim to prevent Pinkeye by using the vaccine with other risk reduction techniques, such as watering yards to keep dust down and fine-chopping feed (hay, silage and grain) to stop eye irritation and infection.

"Far outweighing the cost of the vaccine is the potential loss of \$50 to \$60/head. And that doesn't include all the hassle, treatment costs, worry and reputation issues of having eye problems in your herd."

Coopers Piliguard Pinkeye Vaccine is a unique vaccine that aids in the prevention of pinkeye in cattle caused by the bacteria, *Moraxella bovis*. Susceptible cattle should be vaccinated with a 2mL dose, 3-6 weeks before the onset of the pinkeye season.

For technical information on Coopers Piliguard Pinkeye Vaccine<sup>®</sup>, please contact Coopers Customer Service Advisory Line on Toll Free 1800 226 511 or visit the website [www.pinkeye.com.au](http://www.pinkeye.com.au)

Ends.

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