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We will provide industry-leading, reliable, knowledgeable service, in a friendly, courteous and timely manner, to benefit our clients and the communities we serve.

Linwood Clinic Hours: Mon-Fri 7am – 5pm Sat 7am – 12pm

Hwy 89 Clinic: Mon-Sat 7am-1 pm

NOTE: BOTH CLINICS ARE CLOSED SUNDAY

Orders for Delivery: **call by 9:30 am at the latest** for same day local delivery Monday to Friday

24 Hour Emergency Vet Service 1-800-663-2941

MARCH 2015 NEWSLETTER

Both Clinics will be closed Friday April 3 to observe Good Friday.

Dairy Industry Teamwork

Producer Day on February 20 was an opportunity to take a step back from the everyday activities on the farm and to experience the world through a couple of speakers' eyes. Rob Tremblay is a member of the technical committees of both Canadian Quality Milk (CQM) and Verified Beef Production (VBP) and presented an informative yet compelling talk regarding the different possible public perceptions of what happens on our farms utilizing a real world example of last year's B.C. animal welfare situation.

Nathalie Newby spoke on the use of social media and the internet and how they can be used to form inaccurate perceptions of what farmers do in producing food. Her focus remains the assessment and management of pain in cattle in order to contribute to our understanding of their pain processes and how to best manage it. The end goal is to improve cattle health and well-being as well as helping producers and veterinarians to find sensible on-farm solutions.

The animal husbandry industry must do a better job of informing the public of what we do. And we must stand back and assess situations in our daily work. We must come to an agreement with the public that those events are truly "okay". This is critical since today's consumer has many food choices and access to information at a level never seen before. The decisions they make effects all of the dairy industry which involves dedicated good people We must do a better job of getting the word out through grassroots actions that this is an industry which cares about animals and driven to produce wholesome and ethical food.

What Signs Do You Look For When Detecting Heats?

The Facts:

- More than 90 percent of cows should have shown heat by 50 days postpartum.
- Prebreeding vet check can identify health conditions which effect fertility.
- Cows should be cycling every 21 days by that time.
- The most reliable sign a cow is in heat is a stand to be mounted by another cow. Each stand lasts only 4 to 6 seconds. Cows average about 1½ mounts per hour and are in heat 15 hours.
- Cows are only in heat a half a day and only spend a total of 3 to 5 minutes actually standing to be mounted. This is why you must observe for heat several times throughout the day.
- Secondary signs of heat include:(can be indications that a cow is in heat, coming into heat or going out of heat)
 - mounting other cows.
 - a clear mucous discharge, most important sign.
 - chin resting and rubbing.
 - a swollen, red vulva, frequent urination, muddy flanks and ruffled tailhead.
 - nervousness, excitable, bawling, restlessness.
 - sniffing behavior.
 - decreased milk production.
 - off feed.
- Herdmates play an important role in a heat detection program. Cows in heat, or cows coming into or going out of heat, make excellent detectors.
- Prostaglandins can help bring groups of animals in heat, increasing the number of mounts per heat period and thus making it easier to catch animals in heat.
- Ovulation synchronization can allow you to breed cows with a timed insemination, thus eliminating some of the need to detect heats.

The economic: (give yourself a pay raise)

- Most herds can see 20 to 40% more heats by just watching animals regularly.
- Use prostaglandins to bring groups of animals in heat together and increase heat activity.
- Synchronization Programs are effective.
- Get them pregnant in the spring before it gets hot and conception rates decline.