

EARLY TREATMENT KEY TO SUCCESSFUL BRD CONTROL IN CATTLE

PREPARATION AND USE OF FAST-ACTING, BROAD-SPECTRUM
ANTIBIOTIC CAN BE DIFFERENCE MAKER.

Newly weaned cattle don't always handle fluctuating temperatures and changing environments with ease, especially in the fall and winter when conditions can be more extreme. According to Dr. A.J. Tarpoff, Kansas State University Extension beef specialist, producers need a plan and the right products to most effectively deal with potential health problems that can arise with cattle as they arrive into feedlots.

"It all starts by working with your local veterinarian to develop a plan based on your operation and the condition of the cattle coming in," Dr. Tarpoff says. "And it's important to have the right products on hand to treat any sick animals as soon as they are identified because we know that early treatment with effective products leads to far better outcomes."

Dr. Tarpoff notes that as part of that planning process, producers should ask their vet about treatment programs and products that will be most effective for the cattle coming in, including dosage, type of

administration, withdrawal timing and efficacy. "These are all part of the conversation producers should have before cattle arrive. In addition, the Beef Quality Assurance guidelines, available at BQA.org, are another great resource and can provide additional information to help them best manage their cattle."

Along with proper planning and having appropriate treatment protocols in place, choosing and administering effective therapeutic products quickly to any sick cattle is also critical, says Dr. Eric Moore, director of technical services for Norbrook®. He notes



that respiratory diseases in cattle, specifically Bovine Respiratory Disease (BRD), is one that producers will most likely encounter in the fall and winter due to rapidly changing weather conditions, weaning, transportation and comingling of cattle.

It's important that producers monitor cattle during these times of stress and take immediate steps to treat sick animals as soon as they are identified, explains Dr. Moore. "As Dr. Tarpoff mentioned, the sooner producers can get sick animals treated with a fast-acting, broad-spectrum antibiotic, the better the chances are for getting that animal healthy and back into a more productive status. One antibiotic that fits this description is Norfenicol® (florfenicol) Injectable Solution."

Norfenicol® from Norbrook®, the bioequivalent version of Nuflor® (florfenicol) Injectable Solution, has been on the market for nearly a decade and is labeled for the treatment and control of BRD in cattle, as well as foot rot. As Dr. Moore explains, Norfenicol® has some unique differences from the pioneer product, including being available in a more convenient and durable plastic hanger bottle, having a less viscous, more easily to syringe formulation and a shorter subcutaneous administration pre-slaughter withdrawal time.

Because BRD can strike almost any time cattle are stressed, especially when weather conditions

"With Norfenicol®, producers now have a florfenicol antibiotic option for treating and controlling BRD that's much more convenient to use and administer, especially in colder weather when product viscosity can be a problem," Dr. Moore says. "More importantly for the sick calf, it's also a fast-acting antibiotic, reaching minimum inhibitory concentration (MIC) in the lungs in as little as 30 minutes¹ after injection, targeting all three bacteria that cause BRD. All these unique features of Norfenicol® make it a highly effective and convenient product to use in treating BRD in cattle."*

fluctuate wildly in the fall, winter and spring, Dr. Moore advises producers to work with their veterinarians in advance and to be prepared to treat as soon as cattle show signs of illness. "Respiratory disease in cattle needs to be treated quickly and effectively with the best tools available and that are appropriate for the situation. Norfenicol® has consistently proven to be one of the best products available for producers to use to treat and control BRD in their cattle."



¹Varma, KJ, Lockwood PW, Cosgrove MS, Rogers ER. Pharmacology, Safety and Clinical Efficacy of Nuflor (florfenicol) Following Subcutaneous Administration to Cattle. Proceedings of a Symposium Held in Conjunction with the XX World Buiatrics Congress. Sydney, Australia. July 1998: 3-19.

**Mannheimia haemolytica, Histophilus somni and Pasteurella multocida.*

Observe label directions and withdrawal times. Federal law restricts this drug to use by or on the order of a licensed veterinarian. For use in beef and non-lactating dairy cattle only. Not approved for use in female dairy cattle 20 months of age or older, including dry dairy cows. Animals intended for human consumption must not be slaughtered within 28 days of the last intramuscular treatment or within 33 days of subcutaneous treatment. Do not use in calves to be processed for veal. Intramuscular injection may result in local tissue reaction which may result in trim loss at slaughter. See product labeling for full product information, including adverse reactions.

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