

Certified Health Marketing Programs for Southeastern Calves

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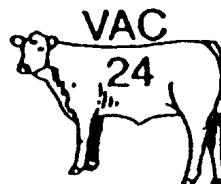
When calves are uniform, healthy, and remain healthy, they exhibit predictable performance and develop a good reputation. In addition to properly preparing calves for a specific type of market, you must have a market available to you that will recognize what has been done to the calves to prepare them for shipment and the feedyard. Producers generally agree that preconditioning or preshipping health programs add value to calves; however, the problem has been finding buyers willing to pay for that added value. Presently, in the Southeast we have access to two video marketing companies, one animal health manufacturer, a nationwide coalition of practicing veterinarians, and Region II of the National Cattlemen's Beef Association (NCBA)—all of whom promote preshipping calf health and management programs. These companies and(or) coalitions advertise that calves have been managed according to prescribed requirements. The companies and (or) coalitions are listed and described as follows:

- Superior Livestock Auction: *Value Added Health Program*
- Producers Video Auction: *Value Added Calf (VAC) Program*
- Pfizer Animal Health & Data Transmission Network—The Electronic Cattle Drive: *Select VAC*
- Veterinary Ranch Marketing Association: *The Vet Advantage Program*
- National Cattlemen's Beef Association—Region II: *Southeast Pride*

Superior Livestock Auction: “Value Added Health Program”

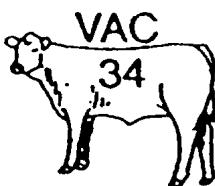
Superior Livestock Auction of Bush, Colorado and Fort Worth, Texas has implemented a marketing program designed with the flexibility to

meet the needs of the many management styles of its customers. The program, entitled *Value Added Health Program*, consists of four different pre-weaning or preshipping processing programs: *Vac Pre-Wean 24*, *Vac Pre-Wean 34*, *Vac 45*, and *Vac Pre-Con*. Calves sold through Superior's programs enter the DIRECT SALE market system. The owner of the calves and the local Superior representative are responsible for certifying that the calves qualify for Superior's *Value Added Health Program*.

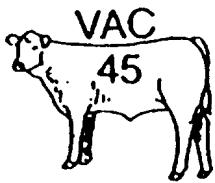


Vac Pre-Wean 24. Superior's *Vac Pre-Wean 24* program is designed for producers who do not have the resources to background calves, or to gather calves after branding. Calves are vaccinated one time against IBR, PI-3, BVD, BRSV, *Pasteurella haemolytica*, and given a 7-way vaccine against clostridial (blackleg) diseases when the calves are worked at 2–4 months of age. The *Vac Pre-Wean 24* program requires that IBR and PI-3 vaccines be chemically altered modified-live, that the BVD vaccine be inactivated (killed), and that the *P. haemolytica* vaccine contain a leukotoxin component. Castration, dehorning, and parasite control are not required, but these procedures are listed in the sale catalog. Calves are identified with WHITE ear tags, and the *Vac Pre-Wean 24* symbol (shown above) is used in the sale catalog description of the calves.

Vac Pre-Wean 34. Superior's *Vac Pre-Wean 34* is also designed for producers who do not have the resources to background calves at weaning, but this program is for producers who *do* have the capability to gather calves 3–4 weeks before weaning. Calves are vaccinated one time against IBR, PI-3, BVD, BRSV, *P. haemolytica*,



and given the 7-way vaccine for clostridial diseases when they are worked at 3–4 weeks before weaning. The *Vac Pre-Wean 34* program requires that IBR and PI-3 vaccines be chemically altered modified-live, that the BVD vaccine be inactivated (killed), and that the *P. haemolytica* vaccine contain a leukotoxin component. Castration, dehorning, and parasite control are not required, but these procedures are listed in the sale catalog. *Vac Pre-Wean 34* calves are identified with RED ear tags and the symbol shown above is used in the sale catalog description of the calves.



Vac 45. Superior's *Vac 45* program is designed for producers who have the capability to precondition calves either before or at weaning, and to background calves at least 45 days before shipping. There are two options in the *Vac 45* program. The "pre-weaning option" requires vaccination pre-weaning, followed by revaccination at weaning. The "weaning option" requires vaccination at weaning, followed by revaccination 14–21 days later. Neither option in the *Vac 45* program requires castration, dehorning, or parasite control; but these procedures are listed in the sale catalog. *Vac 45* calves are identified with BLUE ear tags and the symbol shown above is used in the sale catalog description of the calves.

Vac 45 Pre-Weaning Option. In the *Vac 45* pre-weaning option, calves are vaccinated against IBR, PI-3, BVD, BRSV, *P. haemolytica*, and given a 7-way vaccine against clostridials when they are worked at 2–4 months of age or at 3–4 weeks before weaning. For the pre-weaning vaccination procedures, IBR and PI-3 vaccines must be chemically altered modified-live, the BVD vaccine must be inactivated (killed), and the *P. haemolytica* vaccine must contain a leukotoxin component.

ponent. Calves are revaccinated at weaning and, because they are no longer with the cow herd, they can be revaccinated using either a modified-live or a chemically altered modified-live IBR and PI-3 vaccine; the BVD vaccine can be either modified-live or killed; and the *P. haemolytica* vaccine must contain a leukotoxin component.

Vac 45 Weaning Option. With the weaning option of the *Vac 45* program, calves are first vaccinated at weaning using either a modified-live or a chemically altered modified-live IBR and PI-3 vaccine, a modified-live or killed BVD vaccine, a *P. haemolytica* vaccine containing a leukotoxin component, and a 7-way clostridial vaccine. Revaccination is required in 14–21 days.



Vac Pre-Con. Superior's *Vac Pre-Con* program is designed for producers who purchase weaned calves and then background them on pasture or in a drylot situation. Upon arrival at the backgrounding operation, the calves must be vaccinated using either a modified-live or chemically altered modified-live IBR and PI-3 vaccine, a modified-live or killed BVD vaccine, a *P. haemolytica* vaccine containing a leukotoxin component, and a 7-way clostridial vaccine. Revaccination is required in 14–21 days. Castration, dehorning, and parasite control are not required, but these procedures are listed in the sale catalog. *Vac Pre-Con* calves are identified with GREEN ear tags and the symbol shown above is used in the sale catalog description of the calves.

Producers Video Auction: “Value Added Calf (VAC) Program”

Producers Video Auction of Fort Worth, Texas has a marketing program for individual beef operations that process and vaccinate calves before shipment. The Producers Video Auction calf

health program, entitled *Value Added Calf (VAC) Program*, consists of three different preshipping calf management programs: *Pre-Vac*, *Pre-Vac Plus* and *Pre-Con*. Calves sold through Producers Video Auction program enter the DIRECT SALE market system. Both the calves' owner and Producers' local representative are responsible for certifying that calves qualify for Producers' *VAC Program*.



Pre-Vac. Producers' *Pre-Vac* program is designed for management systems that can work calves only once before weaning, and that do not have the

capability to allow a backgrounding or weaning period before shipping. Calves are required to be vaccinated at least one time, 3–4 weeks before weaning, against IBR, PI-3, BVD, BRSV using an injectable vaccine and(or) an intranasal modified-live IBR and PI-3 vaccine; they must also be vaccinated with a 7-way clostridial vaccine. Buyers have the option to provide vaccines of their choice, provided their selection does not conflict with the seller's herd health program. Calves are not required to be castrated, dehorned, or treated for parasites; however, these procedures are listed in the sale catalog description of the calves. No program tags are required for these calves. They are identified as *Pre-Vac* program calves in Producers' sale catalog, which uses the symbol shown above in its description of the calves.



Pre-Vac Plus. Producers' *Pre-Vac Plus (Pre-Vac+)* program is designed for management systems that can work calves at least two times before weaning but do not have the capability to permit a backgrounding or weaning period before shipping. Calves are required to be vaccinated at branding time (2–4 months of age) against IBR,

PI-3, BVD, BRSV using an injectable vaccine and(or) an intranasal modified-live IBR and PI-3 vaccine; they must also be vaccinated with a 7-way clostridial vaccine. Calves are required to be revaccinated 3–4 weeks before weaning against IBR, PI-3, BVD, BRSV using an injectable vaccine and(or) an intranasal modified-live IBR and PI-3 vaccine. It is recommended—but not required—to revaccinate with a 7-way clostridial vaccine. Buyers have the option to provide vaccines of their choice, provided their selection does not conflict with the seller's herd health program. Calves are not required to be castrated, dehorned, or treated for parasites; however, these procedures are listed in the sale catalog description of the calves. No program tags are required for these calves. They are identified as *Pre-Vac+* program calves in Producers' sale catalog, which uses the symbol shown above in its description of the calves.



Pre-Con. Producers' *Pre-Con* program is designed for calves that have been vaccinated twice against IBR, PI-3, BVD, BRSV using an injectable vaccine and(or) an intranasal modified-live IBR and PI-3 vaccine. The calves must also have been vaccinated at least once with a 7-way clostridial vaccine; however, a second 7-way clostridial vaccination is highly recommended. Buyers have the option to provide vaccines of their choice, provided their selection does not conflict with the seller's herd health program. Calves are required to have been backgrounded or subjected to a weaning period of at least 30 days before shipping. Bull calves are not required to be castrated, nor are any calves required to be dehorned or treated for parasites; however, these procedures are listed in the sale catalog description of the calves. *Pre-Con* calves are identified by the symbol shown above, which Producers uses in its sale catalog description of the calves.

The Electronic Cattle Drive: “Select VAC”

The Electronic Cattle Drive, sponsored by the Pfizer Animal Health and Data Transmission Network (DTN), utilizes the DTN satellite information service for listing certified, health-conditioned calves available for purchase. The Electronic Cattle Drive system has four *Select VAC* health and management programs, which outline vaccinations and management practices needed at the critical stages of a calf's life: *Prime VAC*, *Pre VAC*, *Wean VAC*, and *Stocker VAC*. The calf producer can choose whichever *Select VAC* program best fits his or her calf operation.

In all *Select VAC* programs, the owner and (or) agent signs an affidavit that the calves meet—or will meet—the requirements of a *Select VAC* program. Calves are listed for 28 days on the DTN service. (*Stocker VAC* producers must list a minimum of 50 calves on the Electronic Cattle Drive.) A listing fee of \$250 is charged for the DTN service, which is waived if Pfizer Animal Health products are *exclusively* used to fulfill the required portions of the health program. Normal marketing channels remain intact, and the location (ranch, auction market, video market, etc.) where calves can be purchased is listed on the enrollment form.

Producers must follow “*Handle with Care*” (a.k.a. Beef Quality Assurance) guidelines while handling animals and administering animal health products. The IBR, PI-3, and BRSV vaccines used on calves must be modified-live; all viral vaccines used on calves before weaning must be approved for use on calves nursing pregnant cows; and the attending veterinarian's signature is required on the certifying affidavit if any product is administered extra-label to a calf. *Select VAC* calves listed on the Electronic Cattle Drive could enter either the COMMINGLED or the DIRECT SALE calf marketing system.

Prime VAC

The *Prime VAC* program is designed for producers who can work calves once at 2–4 months of age but cannot work calves again pre-weaning, nor wean and background calves at the ranch. This program provides only the primary or “sensitizing” doses of vaccines. Revaccination is required at a later time if the calves are to achieve high resistance against specific diseases. *Prime VAC* calves are required to be vaccinated against IBR, PI-3, BRSV, BVD, and given a 7-way clostridial vaccine. Neither booster vaccinations, nor mandatory weaning periods are required before shipping. Vaccination against *Pasteurella haemolytica* and *Haemophilus somnus*, as well as deworming the calves, is optional; however, these procedures are listed in the description of the calves, along with castration and dehorning procedures. Program tags are not required for these calves.

Pre VAC

The *Pre VAC* program is designed for calf operations that can vaccinate calves at 2–4 months of age and revaccinate at 3–4 weeks before weaning, but cannot background calves after weaning. This program provides both primary (or “sensitizing”) doses of vaccines, and revaccination to stimulate a high level of resistance against specific diseases. *Pre VAC* calves are required to be vaccinated against IBR, PI-3, BRSV, BVD, and given a 7-way clostridial vaccine at 2–4 months of age; they are revaccinated 3–4 weeks before weaning. A mandatory weaning period is not required before shipping. Vaccination against *P. haemolytica* and *H. somnus*, as well as treating calves for external and internal parasites, is optional; however, these procedures are listed in the description of the calves, along with castration and dehorning procedures. Program tags are not required for these calves.

Wean VAC

The *Wean VAC* program is designed for producers who can vaccinate calves at least twice and background them for at least 45 days after weaning. The *Wean VAC* calf program provides two options to fulfill vaccination requirements.

Wean VAC Option 1. This option requires vaccination at 3–4 weeks pre-weaning against IBR, PI-3, BRSV, BVD, plus a 7-way clostridial and a *P. haemolytica* vaccine containing a leukotoxoid. At weaning, the calves are revaccinated against IBR, PI-3, BRSV, and BVD. After weaning, calves are required to be backgrounded for at least 45 days before shipping. Vaccinating against *H. somnus* and treating calves for external and internal parasites is optional; however, these procedures are listed in the description of the calves, along with castration and dehorning procedures. Program tags are not required for these calves.

Wean VAC Option 2. This option requires vaccination at weaning against IBR, PI-3, BRSV, BVD, plus a 7-way clostridial and *P. haemolytica* vaccine; the pasteurella vaccine must contain a leukotoxoid. Revaccination is required 14–21 days later, against IBR, PI-3, BRSV, and BVD. After weaning, calves are required to be backgrounded for at least 45 days before shipping. Vaccinating against *H. somnus* and treating calves for external and internal parasites is optional; however, these procedures are listed in the description of the calves, along with castration and dehorning procedures. Program tags are not required for these calves.

Stocker VAC

The *Stocker VAC* program is for producers who purchase weaned calves; it also requires backgrounding. *Stocker VAC* program calves are vaccinated on arrival, then revaccinated against

specific diseases 14–21 days later. *Stocker VAC* calves are required to be vaccinated against IBR, PI-3, BRSV, BVD, clostridials (7-way vaccine), and *P. haemolytica* on arrival. Revaccination against IBR, PI-3, BRSV, and BVD is required in 14–21 days. And calves are required to be backgrounded for at least 45 days before reshipping. Vaccinating against *H. somnus* and treating calves for external and internal parasites is optional; however, these procedures are listed in the description of the calves, along with castration and dehorning procedures. Program tags are not required for these calves.

Veterinary Ranch Marketing Association: “Vet Advantage Program”

The Veterinary Ranch Marketing Association (VRMA) is a coalition of independent veterinary practitioners that has developed marketing opportunities for its cow-calf and stocker clientele. The coalition's goal is to provide professional services and supervision to the participating veterinarians' clients. The veterinarian functions as an animal health professional, marketing agent, and liaison between the participating producer and the feed-yard or stocker operation. Basically the program is designed to ensure compliance with *Vet Advantage Program* guidelines, beginning with initial processing of calves, through weaning and(or) backgrounding, and all the way to shipping. The participating veterinarian is required to oversee and document all *Vet Advantage Program* procedures.



Feedyards and buyers have access to lists of all *Vet Advantage* cattle for sale via the internet. Descriptions of cattle are written by professionally trained inspectors working with the VRMA; cattle that do not conform to the *Vet Advantage* Program requirements are

culled before marketing. Calves sold through *Vet Advantage* programs would probably enter the DIRECT SALE marketing system. *Vet Advantage* has five different health programs that calf producers can follow, depending on their needs and management systems: *Calf Pre-Weaning*, *Calf at Weaning*, *Calf-60*, *Yearling*, and *Yearling Plus*.

All *Vet Advantage* programs require that each calf be vaccinated twice against IBR, PI-3, BVD, BRSV, and clostridials (7- or 8-way vaccine); the VRMA's policy on viral vaccines is as follows:

No more than one set of killed virus vaccines and at least one set of modified-live virus vaccines will be administered to Vet Advantage Program calves. In addition, chemically altered IBR and PI-3 viral vaccines are considered to be equivalent to a killed viral vaccine and can not be used to fulfill the modified-live viral vaccine requirement in the Vet Advantage programs.

All animals are also required to be vaccinated at least once against *Pasteurella haemolytica*; revaccination is required if prescribed by the participating veterinarian. All male animals must be castrated and healed; horned animals must be dehorned and healed; and all animals must be implanted and treated for control of external and internal parasites. A *Vet Advantage Program* ear tag is required for each animal. All calves and yearling cattle in *Vet Advantage* programs are required to be weaned, or else backgrounded for a specified period before they can be shipped. Prescribed feed rations are required during the weaning period for all calves. *Haemophilus somnus* and 5-way leptospirosis vaccination is optional.

Calf Pre-Weaning

The *Vet Advantage Calf Pre-Weaning Program* is for producers who can work calves 30–40 days pre-weaning and again at weaning. Each calf must be vaccinated against IBR, PI-3, BVD, BRSV, and clostridials (7- or 8-way vaccine) at the first

working, and then revaccinated at weaning. Calves are also required to be vaccinated at least one time against *P. haemolytica*; revaccination is required if prescribed by the participating veterinarian. *Haemophilus somnus* and 5-way leptospirosis vaccination is optional. All male calves must be castrated and healed; horned calves must be dehorned and healed; and all calves must be implanted and treated for control of external and internal parasites. A *Vet Advantage Program* ear tag is required for each calf. Calves are required to be weaned for at least 45 days before shipping; they must be fed a prescribed ration during the weaning period.

Calf at Weaning

The *Vet Advantage Calf at Weaning Program* is for producers who do not have a management system that allows processing of calves before weaning. Calves are first processed at weaning and again 2–3 weeks after weaning. Each calf must be vaccinated against IBR, PI-3, BVD, BRSV, and clostridials (7- or 8-way vaccine) at weaning, and then revaccinated 2–3 weeks later. Calves are also required to be vaccinated at least one time against *P. haemolytica*; revaccination is required if prescribed by the participating veterinarian. *Haemophilus somnus* and 5-way leptospirosis vaccination is optional. All male calves must be castrated and healed; horned calves must be dehorned and healed; and all calves must be implanted and treated for control of external and internal parasites. A *Vet Advantage Program* ear tag is required for each calf. Calves are required to be fed a prescribed ration and weaned for at least 45 days before shipping.

Calf-60

The *Vet Advantage Calf-60 Program* is for upgrading purchased weaned calves of unknown origin. The calves are required to be processed on arrival, again 2–3 weeks later, and then back-

grounded for at least 60 days before shipping. Each calf must be vaccinated against IBR, PI-3, BVD, BRSV, and clostridials (7- or 8-way vaccine) at on-arrival processing, and revaccinated 2–3 weeks later. Calves are also required to be vaccinated at least one time against *P. haemolytica*; revaccination is required if prescribed by the participating veterinarian. *Haemophilus somnus* and 5-way leptospirosis vaccination is optional. All male calves must be castrated and healed; horned calves must be dehorned and healed; and all calves must be implanted and treated for control of external and internal parasites. A *Vet Advantage Program* ear tag is required for each calf.

Yearling

The *Vet Advantage Yearling Program* is for stocker operations that handle purchased yearling cattle. These yearling cattle are required to be processed on arrival, again 2–3 weeks later, and then backgrounded for at least 60 days before shipping. Each yearling must be vaccinated against IBR, PI-3, BVD, BRSV, and clostridial diseases (7- or 8-way vaccine) at on-arrival processing, and revaccinated 2–3 weeks later. Yearlings are also required to be vaccinated at least one time against *P. haemolytica*; revaccination is required if prescribed by the participating veterinarian. *Haemophilus somnus* and 5-way leptospirosis vaccination is optional. All male yearling cattle must be castrated and healed; any horned yearlings must be tipped or dehorned; and all yearlings must be implanted and treated for control of external and internal parasites. A *Vet Advantage Program* ear tag is required for each yearling.

Yearling Plus

The *Vet Advantage Yearling Plus Program* is for cattle operations that wish to background either *Vet Advantage Calf Pre-Weaning Program* calves or *Vet Advantage Calf at Weaning Program* calves. Calves are required to be re-implanted and

dewormed, as directed by the participating veterinarian. Calves are required to be fed a specified ration and backgrounded for at least 60 days before shipping. Each calf must be identified with a *Vet Advantage Program* ear tag.

Additional Programs

Because of the 1996 drought in Louisiana and Texas, the VRMA instituted additional programs to incorporate early-weaned calves into *Vet Advantage* programs. These additional programs are probably temporary, in which case they will be discontinued when the drought situation is alleviated. “Temporary” programs include the *Head Start Calf* and *Head Start Double-Vac* programs. Calves in these programs are **not** identified with *Vet Advantage Program* ear tags.

Head Start Calf. The *Head Start* calves are required to be vaccinated at 3–4 weeks pre-weaning with a modified-live (not a chemically altered modified-live) IBR, PI-3, BRSV and BVD vaccine. Calves are also required to be vaccinated at 3–4 weeks pre-weaning against *P. haemolytica* and clostridial diseases (7- or 8-way vaccine). All male calves are required to be castrated; horned calves must be either tipped or dehorned. These calves are **not** identified with *Vet Advantage Program* ear tags.

Head Start Double-Vac. The *Head Start Double-Vac* calves are required to be processed at 3–4 weeks pre-weaning and again at weaning. At 3–4 weeks pre-weaning, calves must be vaccinated with a modified-live (not a chemically altered modified-live) IBR, PI-3, BRSV and BVD vaccine. Calves are also required at this time to be vaccinated against *P. haemolytica* and clostridial diseases (7- or 8-way vaccine). Male calves are required to be castrated; and horned calves must be either tipped or dehorned. At weaning, calves are booster-vaccinated with IBR, PI-3, BRSV and BVD; booster-vaccination with *P. haemolytica* is

at the discretion of the participating veterinarian. These calves are **not** identified with *Vet Advantage Program* ear tags.

“Southeast Pride” Calf Health Certification Program

Southeast Pride is a calf management certification program designed to improve the reputation and increase the value of southeastern cattle.


Southeast Pride was developed by National Cattlemen's Beef Association (NCBA) Region II and is a joint program of the Alabama Cattlemen's Association, Florida Cattlemen's Association, Georgia Cattlemen's Association, Louisiana Cattlemen's Association, Mississippi Cattlemen's Association, North Carolina Cattlemen's Association, South Carolina Cattlemen's Association, and Tennessee Cattlemen's Association.

The marketing of “southeastern” cattle was identified as a priority issue for NCBA Region II. The southeastern calf’s reputation for poor health and poor performance has been a major hurdle to overcome in the marketing of southeastern feed calves. Even though several states in the Southeast had initiated certified health programs to address health and quality issues of cattle in their own states, there has been a lack of uniformity in certification requirements among Region II states. This has caused confusion among potential buyers and made coordinated marketing efforts difficult.

In an attempt to standardize health certification programs for southeastern calves, NCBA Region II developed a comprehensive regional program that unifies and standardizes both existing and emerging calf health certification programs of cattlemen's associations across the Southeast. Goals of the *Southeast Pride*

program are to improve the flow of information between seller and buyer, to improve the reputation and marketability of southeastern cattle, and to enhance the value of calves produced in the Southeast. The program is designed primarily for the producer who sells calves through a COMMINGLED calf marketing system, such as special feeder calf sales or livestock auctions.



Calves in the *Southeast Pride* program are identified according to the level of preshipping vaccination and processing they have received. The *Southeast Pride* program comprises three levels of processing and vaccination: *Level 1*, *Level 2*, and *Level 3*. *Southeast Pride* program calves are identified at the time of sale with either WHITE, RED, or BLUE ear tags designating *Level 1*, *Level 2*, or *Level 3* respectively. Before calves can be accepted into the *Southeast Pride* program, the owner must be a member of his or her respective state cattlemen's association and must certify that the required vaccinations, processing procedures, and management of the calves have been or will be accomplished before marketing.

Southeast Pride Level 1. The calves must be vaccinated one time against IBR, PI-3, BRSV, BVD, and clostridial diseases (7-way vaccine) before they are sent to market. Calves must be at least 4 months of age before they are vaccinated and vaccination must occur 30–90 days before the calves are sent to market. Male calves must be castrated and healed; all calves must be dehorned and healed (tipping is not allowed); and all calves must be treated for external and internal parasites before marketing. In addition, all animal health products administered to the calves must be used according to manufacturers' and Beef Quality Assurance guidelines. No weaning or backgrounding

period is required for *Level 1* calves. *Southeast Pride Level 1* calves are identified at the time of sale with *WHITE Southeast Pride* program ear tags.

Southeast Pride Level 2. Calves must first meet all Level 1 requirements; *plus* they must be revaccinated against IBR, PI-3, BRSV, BVD and clostridial diseases (7-way vaccine), 30–90 days before they are sent to market. No weaning or backgrounding period is required for *Level 2* calves. *Southeast Pride Level 2* calves are identified at the time of sale with *RED Southeast Pride* program ear tags.

Southeast Pride Level 3. Calves must first meet all Level 2 requirements; *plus* they must be weaned or backgrounded for at least 30 days, trained to a water trough, and fed from a feed bunk. *Southeast Pride Level 3* calves are identified at the time of sale with *BLUE Southeast Pride* program ear tags.

The second full week (beginning on Sunday) of each month is *Southeast Pride* marketing week at the participating livestock auction markets in the Southeast. *Southeast Pride* calves can be purchased from any participating livestock market during the designated sale week, mixed together, and shipped to the purchaser. Designating the second week in each month as *Southeast Pride* marketing week allows year-round marketing of *Southeast Pride* calves and furnishes sufficient numbers of *Southeast Pride* calves to fill “loads” of health-conditioned calves during each month of the year.

Comparison of Programs

Did each of the marketing programs discussed meet the necessary objectives?

- ▶ Did each program control stresses to cattle before shipping?
- ▶ Did each program sufficiently raise resistance levels against identified diseases before shipping?

- ▶ Did each program reduce existing disease challenges (such as parasites) before shipping?
- ▶ Did each program adequately prepare cattle to remain healthy in whatever market-type they are shipped through?

Program Controls Stresses before Shipping?

Although castration of males and dehorning of horned cattle is not required by Superior's, Producers' or Electronic Cattle Drive (Pfizer's) programs, if the description of cattle states that they are “steers,” the cattle are required to *be* steers. If cattle have been dehorned, this procedure will be listed in the description of cattle; if not listed, one must assume that cattle are not dehorned. If the cattle are polled, they are usually identified as such.

Superior's *Vac 45* and *Pre-Con* programs, as well as all Electronic Cattle Drive (Pfizer's) programs, do not require that the cattle be adjusted to feed and water. However, because cattle are required to be weaned or backgrounded for a specified period of time, they are usually “feed-and-water-trough broke.” Such management activities are generally listed in the catalog description of the cattle.

Unfortunately, none of the programs requires that heifers be non-pregnant, or “open.”

Program Sufficiently Raises Resistance Levels against Identified Diseases before Shipping?

Most of the beef industry demands that cattle sold through certified programs must—at a minimum—be vaccinated against IBR, PI-3, BRSV, and clostridial diseases (7-way vaccine). Others require that vaccination against *P. haemolytica* be included in the program. The author prefers that cattle marketed through *any* program—not just programs discussed here—be properly vaccinated against IBR, PI-3, BRSV, BVD, clostridial diseases (7-way vaccine), *P.*

haemolytica, *H. somnus*, and leptospirosis (5-way vaccine); not all cattlemen and (or) purchasers of cattle would agree. *Haemophilus somnus* and 5-way leptospirosis vaccination is usually left to the discretion of the purchaser or the receiving operation.

Proper vaccination requires that two doses (2×) of the appropriate vaccines be administered before shipping through a COMMINGLED calf market; but one dose (1×) is adequate if cattle are to be sold through a DIRECT SALE calf market. The only programs that do not meet the required 1× or 2× vaccination against IBR, PI-3, BRSV, BVD, and clostridial diseases (7-way vaccine) are the Electronic Cattle Drive *Prime Vac* and NCBA Region II *Southeast Pride Level 1* programs for calves sold through COMMINGLED markets; all other programs meet the minimum vaccination requirements.

Program Provides for Control of External and Internal Parasites before Shipping?

Only the VRMA *Vet Advantage* programs and NCBA Region II *Southeast Pride* programs require preshipping treatment for control of external and internal parasites. However, the seller has an option to treat for external and internal parasites in Superior's, Producers', and Pfizer's (Electronic Cattle Drive) programs. The seller may choose to treat for parasites if (s)he foresees a return on the investment, or if the buyer specifically requests treatment.

Program Prepares Cattle to Remain Healthy in Each Market-Type throughout Shipping?

Except for the Electronic Cattle Drive *Prime Vac* and the NCBA Region II *Southeast Pride Level 1* programs, which utilize a COMMINGLED calf marketing system, the certified calf health programs available in the Southeast are quite adequate to meet the buyers' need for purchasing healthy calves that will remain healthy.

Quantifying price advantages for calves and yearlings that have received preshipment health processing has always been difficult. However, researchers from Colorado State University and Ohio State University collected sale data on over 1,500 lots of cattle sold through Superior Livestock Auction's video marketing system during 1995. The data revealed that there was, indeed, a price advantage for calves that had been health-processed before marketing. Calves certified in Superior's *Vac 34* program (1× vaccination) sold at an average price of \$1.35 per cwt higher than non-certified calves. Calves certified as *Vac 45* program calves (2× vaccination + 45 days weaning) averaged \$2.47 per cwt more than non-certified calves. Such price incentives will hopefully entice southeastern calf producers to health-condition their calves before marketing.

With these programs, the Southeast Cattle Industry has the opportunity to enhance the performance of its calves in feedyards and stocker operations. This, in turn, will enhance the reputation of southeastern calves—regardless of marketing channel.

NOTES:

