Spring clean your cattle
Use Virbamec Plus to rid cattle of all major parasites
Why a **Spring Clean** treatment is essential for good parasite control

- In most areas of Australia, cattle will have wintered on short poor quality pasture. This short pasture will be the source of infective parasite larvae and cattle will be carrying significant worm burdens.

- A majority of cattle are calved in the spring to match the peak nutritional requirement of the cows and calves to peak availability of quality feed. A pre-calving treatment removes parasites from the cow, ensuring optimal health and maximum milk production for the calf. This pre-calving treatment reduces pasture contamination on the calving paddocks.

- Spring is a critical time for growing cattle. On good feed, cattle should be growing in excess of 1 kg per day. These targets cannot be achieved with high parasite burdens.
There are 3 important parasites requiring a Spring Clean:

- Liver fluke
- Roundworms
- Lice

An effective Spring Clean = cleaner pastures:

- Reduce parasite egg contamination on your pasture this spring
- Liver fluke
- Roundworms

A Spring Clean with Virbamec Plus will maximise production:

- Treat growing cattle to maximise growth
- Treat lactating dairy cows to maximise milk production
- Treat cows pre-calving - healthy cows produce heavier weaners
10 reasons why Virbamec Plus is the ideal *Spring Clean* treatment

01. Spring is a critical treatment time for the control of liver fluke

Late winter/spring is a vital time for the treatment and control of liver fluke. This treatment is preventative and is aimed at eliminating any remaining fluke picked up during the autumn and early winter. During the winter, the fluke snails become dormant and available fluke larvae on the pasture decline. The end of winter is when the majority of fluke in the animal will be at mature stages.

Virbamec Plus contains clorsulon, a highly effective flukicide. At the dose rate of 2mg/kg in Virbamec Plus, clorsulon gives high efficacy and excellent control of adult fluke. A spring treatment with Virbamec Plus is integral to continuing liver fluke management.
Leading experts advise a fluke Spring Clean treatment

The Flukekill™ program

The Flukekill™ program was designed with the assistance of Dr Joe Boray. Dr Boray is one of the world’s leading specialists on liver fluke.

The Flukekill™ program guides farmers in treatment timing and product choice. The two key timings are autumn and spring. The spring treatment is essential as a follow up to the autumn treatment, to remove any remaining fluke and, in turn, stop pasture contamination over the spring.

The Flukekill™ program recommends Virbamec Plus in the spring. Virbamec Plus will be highly effective against fluke at this time of year, and also act as a drench rotation away from triclabendazole based products, which are treatments of choice in the autumn.

---

**Preventative**

Optimal time for a spring treatment is late August/September. The late winter/early spring treatment is important to remove all remaining fluke & stop pasture contamination of fluke eggs.

**Curative**

Optimal time for an autumn treatment is April/May. The autumn treatment is necessary to control both immature and adult fluke.

**Optional**

The third mid summer treatment is necessary for heavily infected properties.
Roundworm larvae on the pasture peak in the spring. Warm moist conditions favor the survivability of the larvae and huge numbers of infective larvae build up in the lush green undergrowth. It is important for good parasite control that an effective treatment is given to susceptible stock early in the spring.

Virbamec Plus injection contains ivermectin. Ivermectin is the world's most popular drench active for use in cattle and is highly effective against gastrointestinal roundworms.

Virbamec Plus controls all major roundworms of cattle including inhibited Ostertagia.

Virbamec Plus also offers persistent control of roundworms:
- **Ostertagia**
- **Cooperia spp.**
- **Lungworm**

*See product label for details*
The ivermectin in Virbamec Plus is also a highly effective insecticide.

For this reason Virbamec Plus is active against a range of external parasites on cattle including lice, mange mites and cattle tick.

Lice numbers typically build up over the colder winter months as the animal's coat thickens. Lice infestations will peak in the early spring.

Virbamec Plus gives full control of sucking lice and aids in the control of biting lice.

Stop your cattle rubbing this spring with Virbamec Plus.
Virbamec Plus is one of only a few effective flukicides that can be used in lactating dairy cows. Some lactating cow fluke products are known to adversely affect milk production following treatment. This is not the case with Virbamec Plus.

Liver fluke can have a devastating effect on milk production. Studies show that fluke can reduce milk production by as much as 300 litres per cow per lactation.

This equates to at least $90 per cow in lost income.

A mid lactation treatment is essential to control liver fluke and roundworms and minimise any production loss.

It is vital that a product fully effective on immature fluke such as Flukazole C + selenium be used at dry-off in order to get the best control of fluke.
A significant drawback to using triclabendazole based flukicides is that they tend to have very long meat withholdings and ESI. This is particularly so for some of the newer pour-on flukicides. Grazing cattle is a risky business at the best of times, without taking on a “no sell” restriction of up to 5 months.

Virbamec Plus can be used in beef cattle and offers one of the shortest ESIs of any of the commonly used flukicides.

<table>
<thead>
<tr>
<th>Product</th>
<th>Virbamec Plus</th>
<th>Genesis Ultra pour-on*</th>
<th>Fasimec pour-on*</th>
<th>Coopers Sovereign pour-on*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ESI days</strong></td>
<td>42</td>
<td>140</td>
<td>140</td>
<td>70</td>
</tr>
</tbody>
</table>

*Genesis Ultra pour-on, Fasimec pour-on and Coopers Sovereign are all trademarks of their respective companies.
Triclabendazole has been on the Australian market for over 20 years. It has been used repeatedly as the main chemical active to control liver fluke.

Cases of triclabendazole resistance are now emerging. Resistance is endemic in the Goulburn Valley and parts of northern Victoria. Cases have also been reported in southern NSW.

There is no warning with triclabendazole resistance. A drench will suddenly change from being effective to not working at all.

Experts now agree that best practice is to rotate fluke drenches.

Using Virbamec Plus in the spring is not only effective, but offers an excellent rotational choice to triclabendazole based products, which should be used in the autumn.

Rotation of flukicide actives within the Flukekill™ program

- **Flukazole C Plus selenium**
  - Triclabendazole + Oxfendazole
  - **summer/autumn**

- **Virbamec Plus**
  - Ivermectin + Clorsulon
  - **late winter/spring**
Virbamec Plus is a convenient low dose injection. A single treatment of Virbamec Plus will control roundworms, fluke and lice. There is no need for separate treatments.

Save time, effort & money with one treatment

Clean up with convenience :: Convenience of a 3 in 1 low dose injection
Virbamec Plus is available in innovative and unique packaging.

A 2.5 litre injection pack has been designed with the larger producer in mind. This pack is worn as a backpack.

The 2.5 litre pack will treat 250 adult cows (at 500kg).

This pack represents value and is supplied as standard with backpack straps and an injection gun.

As Virbamec Plus contains a preservative, this pack can be opened and used, then stored and reused any number of times, so long as the product remains within its expiry date.

This product should always be stored away from light, & the strictest hygiene should always apply when inserting draw-offs.
Clean up big time :: Save Money

Save around **30%**
in treatment costs versus some pour-ons

Virbamec Plus offers real value for money when compared to other fluke and roundworm combination products.

<table>
<thead>
<tr>
<th>Product cost comparison of flukicides (per head basis)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Save around 30%</strong></td>
</tr>
<tr>
<td>Virbamec Plus</td>
</tr>
<tr>
<td>Genesis Ultra Pour-on</td>
</tr>
<tr>
<td>Coopers Sovereign Pour-on</td>
</tr>
<tr>
<td>Fasimec C</td>
</tr>
</tbody>
</table>

Retail price survey July 2005
Coopers Sovereign pour-on, Genesis Ultra pour-on and Fasimec C are all trademarks of their respective companies.
Product specifications

Virbac Virbamec Plus Injection
Endectocide & Flukicide for Cattle

For the treatment and control of IVERMECTIN and CLORSULON sensitive strains of internal and external parasites of beef and dairy cattle, including adult liver fluke.

ACTIVE CONSTITUENTS:
10 g/L IVERMECTIN
100g/L CLORSULON

WITHHOLDING PERIOD:
MEAT  28 days
ESI   42 days
MILK  NIL

Available in 500 ml plastic pillow pack and 2.5 litre backpack
<table>
<thead>
<tr>
<th>Liveweight Kg</th>
<th>Dose Volume mL</th>
<th>No. treatments per 500 mL pack</th>
<th>No. treatments per 2.5 litre pack</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 100</td>
<td>2</td>
<td>250</td>
<td>1250</td>
</tr>
<tr>
<td>101-150</td>
<td>3</td>
<td>166</td>
<td>833</td>
</tr>
<tr>
<td>151-200</td>
<td>4</td>
<td>125</td>
<td>625</td>
</tr>
<tr>
<td>201-250</td>
<td>5</td>
<td>100</td>
<td>500</td>
</tr>
<tr>
<td>251-300</td>
<td>6</td>
<td>83</td>
<td>416</td>
</tr>
<tr>
<td>301-350</td>
<td>7</td>
<td>71</td>
<td>357</td>
</tr>
<tr>
<td>351-400</td>
<td>8</td>
<td>62</td>
<td>312</td>
</tr>
<tr>
<td>401-450</td>
<td>9</td>
<td>55</td>
<td>277</td>
</tr>
<tr>
<td>451-500</td>
<td>10</td>
<td>50</td>
<td>250</td>
</tr>
<tr>
<td>501-550</td>
<td>11</td>
<td>45</td>
<td>227</td>
</tr>
<tr>
<td>551-600</td>
<td>12</td>
<td>41</td>
<td>208</td>
</tr>
<tr>
<td>601-650</td>
<td>13</td>
<td>38</td>
<td>192</td>
</tr>
</tbody>
</table>
# Area managers

<table>
<thead>
<tr>
<th>Name</th>
<th>Area</th>
<th>Mobile</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geoff Chambers</td>
<td>Toowoomba</td>
<td>0428 983 718</td>
<td><a href="mailto:geoff_chambers@virbac.com.au">geoff_chambers@virbac.com.au</a></td>
</tr>
<tr>
<td>John Patterson</td>
<td>Armidale</td>
<td>0417 202 832</td>
<td><a href="mailto:john_patterson@virbac.com.au">john_patterson@virbac.com.au</a></td>
</tr>
<tr>
<td>Craig Young</td>
<td>Gunnedah</td>
<td>0427 988 011</td>
<td><a href="mailto:craig_young@virbac.com.au">craig_young@virbac.com.au</a></td>
</tr>
<tr>
<td>Brett Wisemantel</td>
<td>Dubbo</td>
<td>0429 460 798</td>
<td><a href="mailto:brett_wisemantel@virbac.com.au">brett_wisemantel@virbac.com.au</a></td>
</tr>
<tr>
<td>Cameron Wood</td>
<td>Wagga Wagga</td>
<td>0409 815 416</td>
<td><a href="mailto:cameron_wood@virbac.com.au">cameron_wood@virbac.com.au</a></td>
</tr>
<tr>
<td>Tom Thurley</td>
<td>Albury</td>
<td>0428 691 158</td>
<td><a href="mailto:tom_thurley@virbac.com.au">tom_thurley@virbac.com.au</a></td>
</tr>
<tr>
<td>Kim Koska</td>
<td>Cental Vic</td>
<td>0407 413 152</td>
<td><a href="mailto:kim_koska@virbac.com.au">kim_koska@virbac.com.au</a></td>
</tr>
<tr>
<td>Mark Diprose</td>
<td>Hamilton</td>
<td>0428 544 010</td>
<td><a href="mailto:mark_diprose@virbac.com.au">mark_diprose@virbac.com.au</a></td>
</tr>
<tr>
<td>Rohan Beale</td>
<td>Gippsland</td>
<td>0409 772 163</td>
<td><a href="mailto:rohan_beale@virbac.com.au">rohan_beale@virbac.com.au</a></td>
</tr>
<tr>
<td>Robert Fulford</td>
<td>Launceston</td>
<td>0408 131 223</td>
<td><a href="mailto:robert_fulford@virbac.com.au">robert_fulford@virbac.com.au</a></td>
</tr>
<tr>
<td>Girard Williams</td>
<td>Mt Gambier</td>
<td>0408 824 414</td>
<td><a href="mailto:girard_williams@virbac.com.au">girard_williams@virbac.com.au</a></td>
</tr>
<tr>
<td>Ben Fletcher</td>
<td>Albany</td>
<td>0427 877 966</td>
<td><a href="mailto:ben_fletcher@virbac.com.au">ben_fletcher@virbac.com.au</a></td>
</tr>
<tr>
<td>Graham Morris</td>
<td>Perth</td>
<td>0428 460 755</td>
<td><a href="mailto:graham_morris@virbac.com.au">graham_morris@virbac.com.au</a></td>
</tr>
<tr>
<td>Joe Bown</td>
<td>Southern Region Manager</td>
<td>0427 877 212</td>
<td><a href="mailto:joe_bown@virbac.com.au">joe_bown@virbac.com.au</a></td>
</tr>
<tr>
<td>Rob Fuller</td>
<td>Northern Region Manager</td>
<td>0400 990 575</td>
<td><a href="mailto:rob_fuller@virbac.com.au">rob_fuller@virbac.com.au</a></td>
</tr>
</tbody>
</table>

## Available from

Virbac (Australia) Pty Limited  
15 Pritchard Place  
Peakhurst NSW 2210  
www.virbac.com.au  
For more information call  
1800 009 847