

Identifying BVD PI Negative Calves

Animal Profiling International (API), a technology company dedicated to the improvement of animal health management, and Superior Livestock

Auction have announced the Superior BVD PI Free program.

Both Superior and API recognize the need to reduce the effects of Bovine

Viral Diarrhea Virus (BVDV) — the costliest viral disease of cattle in the United States, representing more than \$2 billion lost annually. The primary

reservoirs of the virus are animals that are born persistently infected (PI). These animals then leave the farm or ranch and continue to infect animals in the feeding industry. The Superior BVD PI Free program is a novel approach to aid this problem and will result in added value.

“These BVD PI free calves are worth more, and the industry needs to know where they can buy them. The program continues to add value and complement our Superior Verified and Superior SelecVac® program,” says Jim Kelley, business manager of Superior. “We are not only committed to a cost-effective testing program, but we will also be educating our clients on why they need to test and control this costly disease.”

API utilizes a novel screening technology, which is extremely accurate and allows for next-business-day results to help producers find BVD PI animals in their herds. Superior’s marketing expertise and frequent sales will allow large numbers of BVD PI free cattle to be located easily in the catalog for purchase by buyers at their bimonthly sales. By educating producers and offering an easy way to test, Superior and API are taking steps to solve this problem at the farm or ranch before PI animals get into commerce.

“By teaming up with Superior, producers will see the increased value of their calves when they are sold as BVD PI free,” states Bruce Hoffman, president of API. “The Superior program makes it affordable and easy for ranchers to protect their herd.”

API’s dedicated laboratory will provide Superior clients with needed supplies and next-business-day results. The expedited service provides operations with accurate information necessary for quick decision-making in order to protect their herd.

Ray Rogers, chairman and chief executive officer (CEO) of API, adds, “The National Cattlemen’s Beef Association (NCBA), American Association of Bovine Practitioners (AABP), the Academy of Veterinary Consultants and several state organizations have passed resolutions to control BVD. We’re glad to support these efforts by teaming with Superior to provide our services and help these programs succeed.”

For more information on BVD and the tests API provides, visit www.animalprofiling.com. For more information on Superior Livestock Video, visit www.superiorlivestock.com.



Editor’s Note: This release provided by Animal Profiling International.