

3 Steps to Calculate BRD's Cost

New tool helps provide quick measure of what BRD could be costing you and tips to minimize these costs.



PHOTO BY SHAUNA ROSE HERMEL

Annually, there are approximately \$1 billion in feedlot losses due to bovine respiratory disease (BRD).^{4,5} These costs include loss of production, increased labor expenses, medication costs and death loss. Zoetis's BRD Cost Calculator can help estimate operational costs for BRD in your herd.

You might have heard bovine respiratory disease (BRD), or shipping fever, can cost up to \$240 per head in performance losses alone.¹⁻³ You know BRD is costly, but do you know what it actually could be costing you?

On the surface, it is clear what BRD might be costing in medication costs. However, there are additional costs — labor, retreatment costs, chronics, deaths and losses in performance — that aren't as easy to see and need to be factored into the equation, as well.

A new BRD Cost Calculator from Zoetis at BRD-Solutions.com can help you estimate operational costs — and potential economic losses — from BRD. It's as easy as 1-2-3 to get your results.

Step 1

Enter information about your operation.

The more you know about what you're facing, the better equipped you'll be to make informed decisions that can help maximize cattle health and productivity on your operation. The calculator allows you to enter information that is specific to your operation and cattle, including weight and price per pound, and to

calculate costs for BRD control and treatment.

Step 2

Enter information about your current BRD management program.

Annually, there are approximately \$1 billion in feedlot losses due to BRD.^{4,5} These costs include loss of production, increased labor expenses, medication costs and death loss.

So, in addition to first-treatment medication costs, the calculator also helps consider other costs from BRD. An example of data needed to help calculate costs of treating BRD is shown in Fig. 1. The calculator assumes national averages for medication costs, labor time and wages, and performance and death losses, so you receive a midrange estimate of your total potential economic losses from BRD.

Step 3

Get results to help you better manage BRD and minimize economic losses.

When you get your results, you can see the expenses that come with managing BRD on your operation, including medication, labor, retreatment costs,

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Fig. 1: BRD Cost Calculator from Zoetis

your operation, you'll receive a handy chart with your results to discuss with your veterinarian. Visit BRD-Solutions.com to try out the BRD Cost Calculator and to find more information to help better manage BRD.



Safety Note: Draxxin has a preslaughter withdrawal time of 18 days in cattle. Do not use in female dairy cattle 20 months of age

or older. Do not use in animals known to be hypersensitive to the product. See full prescribing information on the label.

- ¹Griffin D. Economic impact associated with respiratory disease in beef cattle. *Vet Clin North Am Food Anim Pract.* 1997;13(3):367-377
- ²Hicks B. Impact of Morbidity on Performance and Profitability of Feedlot Cattle. *Beef Cattle Research Update.* Oklahoma State University, Panhandle Research and Extension Center. May 2006:1-2

³Grubbs ST, Kania SA, Potgieter LND. Prevalence of ovine and bovine respiratory syncytial virus infection in cattle determined with a synthetic peptide-based immunoassay. *J Vet Diagn Invest.* 2001;13(2):128-132.

⁴Brodersen BW. Bovine respiratory syncytial virus. *Vet Clin North Am Food Anim Pract.* 2010;26(2):323-333

⁵Griffin Dr, Chengappa MM, Kuszak J, McVey DS. Bacterial pathogens of the bovine respiratory disease complex. *Vet Clin North Am Food Anim Pract.* 2010;26(2):381-396

chronics, deads and performance losses, can add up. Unmanaged BRD comes at a huge cost.

A less effective antibiotic can result in more secondary costs and costs greater than your first-treatment medication costs.

It could cost your operation less if you choose the right antibiotic first. For example, choosing Draxxin® (tulathromycin) Injectable Solution for control or treatment of BRD, with superior first-use efficacy and better treatment success, can help eliminate secondary costs of extra hours for your employees in re-treatment time, more re-treatment medication costs, increased chronics and cattle deaths and more instances of prolonged cases of BRD that can significantly impact the performance and weight of your cattle. A less effective antibiotic can result in more of these secondary costs, resulting in costs greater than your first-treatment medication costs.

To help compare different antimicrobials for BRD control and treatment and to find what's best for

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