

# GIZMOS & GADGETS

## New and useful products for the farm and ranch

compiled by Kasey Brown, associate editor, & Shauna Hermel, editor

### Immunity support

Purina Animal Nutrition introduces Purina beef calf starter feeds with RX3™ Immune Support Technology. The unique formula is a comprehensive nutritional solution to address weaning-time stressors and respiratory challenges head-on.

“Respiratory challenges affect one out of every five head and cost the beef industry about \$1 billion annually,” says Ron Scott, beef technical innovation director with Purina Animal Nutrition. “It’s time to change the statistics, and it’s why we’re introducing RX3 Immune Support Technology to all Purina starter feeds.”

The technology provides a precise combination of prebiotics, probiotics and plant extracts to prepare calves’ natural defenses for an improved response to stress and respiratory challenges.

“Our research shows the technology primes a calf’s immune system, so the calf can better recognize health challenges and bounce back quickly,” Scott says, referring to research started in

2015, including seven studies and third-party research partners Agricultural Research Service (ARS), University of Minnesota and North Dakota State University. “Keeping calves healthy means less time and money invested in reacting to health challenges, putting more potential dollars back in producers’ pockets.”



Research demonstrated calves fed Purina starters with RX3 Immune Support Technology gained, on average, 6 pounds (lb.) more than controls within a 30-day period. Calves

were more uniform because fewer calves were poor performers. Plus, calves achieved a more consistent average daily gain compared to controls.

Ask your local dealer or visit <http://bit.ly/ABBRX3> to learn more.

### Website aids BVDV eradication efforts

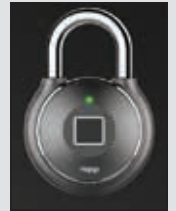
Bovine viral diarrhea virus (BVDV) continues to challenge the cattle industry. Losses from just one case can cost up to \$400. The virus often goes undiagnosed. Consequences include losses from infertility,

### High-tech security

Most farmers and ag businesses secure valuables under combination lock or key padlocks. However, it can be hard to track who has access, especially if an item goes missing. Tapplock one+ is a smart fingerprint padlock so you never need a key or combination again.

The high-tech lock has a waterproof rating of IP67, meaning it can be used outdoors and unlocked in any weather

condition. It can also store up to 500 fingerprints to allow multiple users access. Users can utilize the Tapplock app to manage other users, track access history of the lock and grant mobile access to others via a Bluetooth feature.



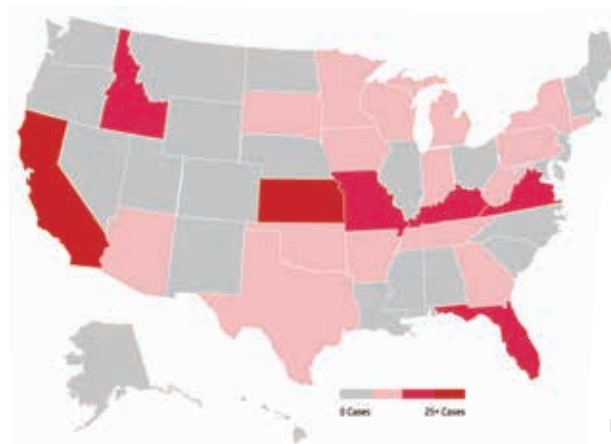
Learn more at <http://bit.ly/Tapplock>.

pneumonia, abortions, stillbirths, weak or deformed calves, and immunosuppression.

*BVDVTracker.com* was launched to support veterinarians, producers and industry professionals in the

control of BVDV in the United States. The website was developed with three defining features:

1. An interactive heat map makes it easy to identify if BVDV Type 1b, the most prevalent subtype of BVDV



in the nation, is affecting your area. Knowing the specific subtype can help direct prevention and vaccination decisions.

2. Veterinarians and producers can report a BVDV case. You can request to submit an anonymous sample

to test for infection through the site. Diagnostic testing can guide successful vaccination programs. All samples submitted are processed by the Animal Disease Research and Diagnostic Laboratory at South Dakota State University.

3. BVDV resource library. The website includes comprehensive information from industry experts on detection, prevention and treatment.

To find out more, visit <http://bit.ly/ABB-BVDV>. |

### Essential oil solution

Strong Animals®, a brand of Ralco, introduces an organic, OMRI-certified, essential oil product called ProsperEO™ Liquid. An extension of its existing line of essential oil products, ProsperEO is a natural water additive that strengthens immunity, resulting in stronger, healthier animals that are better able to face health challenges and stress.

This multi-species product is used for swine, poultry and ruminant animals.

“Ralco’s focus on essential oil research and technologies over the last two decades allows for this product to not only be a cost-



effective solution, but also more predictable and effective in promoting the overall health of animals,” said Richard Lamb, senior technology director.

For more information visit <http://bit.ly/ABB-ralco>.