

Bovine Viral Diarrhea Virus (BVDV) in the United States, France, Spain and the United Kingdom: Vaccination and Testing Practices, Cost, Satisfaction, and Impact

Frank Winslow¹, MBA; Christoph Egli², DVM; Caroline Newcomb¹, MBA; Nevena Djuranovic¹, MBA; Peter Welles¹, MBA

¹IDEXX Laboratories, Inc., Westbrook, ME 04092

²IDEXX Switzerland AG, Liebefeld, Bern, CH-3097

Introduction

IDEXX Laboratories manufactures and sells diagnostic tests used to detect bovine viral diarrhea virus (BVDV) in cattle. The purpose of this study was to better understand BVDV vaccination and testing practices among veterinarians in the United States (US), France (FR), Spain (ES) and the United Kingdom (UK). The study examined similarities and differences in the four countries in several areas: use, cost, satisfaction, and turnaround time for current of BVDV tests and estimated impact of BVDV on cattle productivity.

Materials and Methods

Telephone interviews were conducted with 402 cattle veterinarians in the US, FR, ES, and the UK by a third-party market research agency between January and March 2010. Respondents were selected from a random list and screened for eligibility based on a minimum number of cattle serviced by the veterinarian (1,000 head in the US and 500 in Europe). The survey addressed the following topics:

- Percentage of veterinarians recommending or administering vaccines for BVDV
- Percentage of cattle where the veterinarian recommends BVDV diagnostic testing
- Percentage of cattle tested for BVDV
- Amount paid by producers per BVDV test
- Turnaround time for BVDV testing
- Perceived cost per head of BVDV infection

Results

Ninety-eight % of US veterinarians administer or recommend BVDV vaccinations (86% FR, 86% ES, 97% UK). US veterinarians estimate that 77% of cattle serviced in their practice are vaccinated for BVDV versus much lower percentages estimated by European veterinarians (11% FR, 38% ES, 37% UK). Among US veterinarians, 78% administer or recommend BVDV diagnostic tests (76% FR, 87% ES, 98% UK). US veterinarians estimate that 15% of cattle serviced in a year in their practice are tested for BVDV as compared to

a wider range for Europe (4% FR, 17% ES, 14% UK). When asked the cost per head that a producer pays for a BVDV test, including the entire cost of the test and any labor, administration and shipping costs, US veterinarians estimate that producers pay \$11.10 per test (\$22.56 FR, \$8.55 ES, \$20.56 UK). Veterinarians in the US and Europe are generally satisfied with the BVDV tests they currently use. In total 37% of US veterinarians are "very satisfied" (50% FR, 20% ES, 36% UK) and an additional 50% are "somewhat satisfied" (40% FR, 69% ES, 55% UK) with current BVDV tests. However, veterinarians in the US and Europe are less satisfied with turnaround time for BVDV test results. Only 30% of US veterinarians are "very satisfied" (23% FR, 14% ES, 13% UK) and an additional 36% are "somewhat satisfied" (34% FR, 53% ES, 41% UK) with turnaround time for BVDV test results. Among US veterinarians, 74% report a turnaround time of five days or more from when a sample is collected until they receive BVDV test results back from the laboratory (86% FR, 85% ES, 78% UK). Veterinarians believe there is a significant financial impact of BVDV even in vaccinated cattle. US veterinarians estimate that BVDV costs an operation \$30.55 per head for all animals across the entire herd in the form of lower productivity or mortality compared to a much wider range of estimated impact in Europe (\$13.74 FR, \$39.36 ES, \$52.68 UK).

Significance

Even though a high proportion of veterinarians in all geographies recommend BVDV testing (76-98%), veterinarians estimate that only 4-15% of cattle serviced in their practice are actually tested. Producers in FR and the UK pay significantly more for a BVDV test than producers in the US and ES. Veterinarians in the US and Europe are generally satisfied with the BVDV tests. However, veterinarians are less satisfied with the turnaround time for BVDV test results. Most veterinarians (74-86%) reported an average turnaround time of five days or more from when a sample is collected until they receive BVDV test results. Even in vaccinated herds, veterinarians believe BVDV has a significant economic impact, ranging from \$13.74 in FR to \$52.68 in the UK per head across the entire herd.