

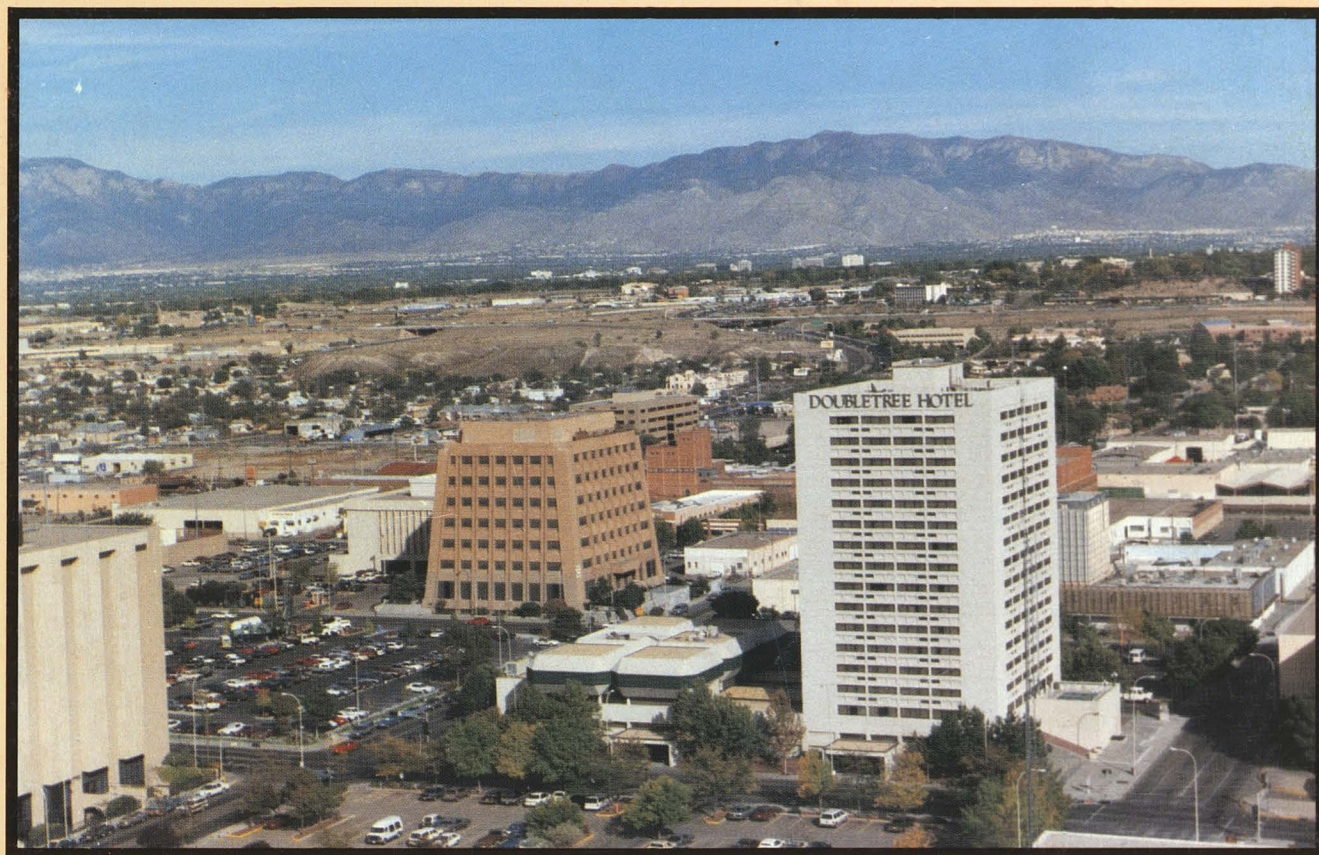
26TH ANNUAL CONVENTION

PROCEEDINGS

American Association of Bovine Practitioners

ALBUQUERQUE, NEW MEXICO

September 16-19, 1993

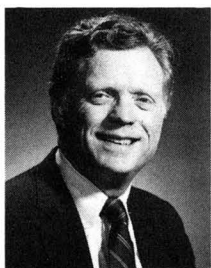


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Theme: "Jumping Off The Cutting Edge"

Straight Talk on Respiratory Disease:

Make your first treatment strong enough to overpower shipping fever.



Jim Van Buren, D.V.M.
Technical
Services Consultant
The Upjohn Company

The shipping fever complex (including pneumonia and bovine respiratory disease) is a widespread problem caused by a combination of bacteria, viral agents and stress. If not overpowered with proper treatment early, it can lead to relapses or chronics that can be even more costly in terms of drugs, labor and reduced feedlot performance.

Get wide-spectrum stopping power.

The shipping fever complex can be caused by one or more bacteria, including: *Pasteurella haemolytica*, *Pasteurella multocida* and *Haemophilus somnus*. An effective antibiotic must control all of them to head off this costly disease complex.

One antibiotic that's proven effective against the full range of these bacteria is NAXCEL® Sterile Powder (ceftiofur sodium). NAXCEL is a new generation cephalosporin that provides powerful, wide-spectrum effectiveness with no record of resistance.

A record of no resistance.

Some strains of *P. haemolytica* and *P. multocida* have shown reduced susceptibility to traditional as well as

newer antibiotics. Yet continuous monitoring has shown no evidence of resistance to NAXCEL. In fact, more than 1,000 isolates have been tested without a single report of resistance.

A recent *in vitro* study gives examples of resistance to several antibiotics in comparison to NAXCEL. The study included 156 isolates of *P. haemolytica* and *P. multocida* collected during the 1990-91 pneumonia season from across the country.

Resistance of *P. haemolytica* and *P. multocida* isolates to comparable antibiotics.*

Antibiotic	<i>P. haemolytica</i> % Resistance	<i>P. multocida</i> % Resistance
Ampicillin	54.1	12.7
Ceftiofur sodium (NAXCEL)	0.0	0.0
Erythromycin	100.0	92.9
Sulfamethazine	89.4	77.5
Tetracycline	51.8	36.7
Tilmicosin	9.5	22.4

Note that in addition to the resistance shown for traditional antibiotics, resistance to tilmicosin (a newer antibiotic) was also demonstrated.

*Data available upon request.

Profit from cost-effective control.

Getting cattle healthy and back on feed sooner is always more cost effective than re-treating chronics or relapsed cattle. Wide-spectrum effectiveness with lack of resistance make NAXCEL a wise first choice for cost-effective treatment. Using NAXCEL is also more economical than combining two or more antibiotics.

Make safe, effective therapy your first choice.

NAXCEL has also demonstrated powerful results with less stress on sick animals. Its low dosage (as little as 1 mL per 100 pounds of body weight) means there's no need for multiple injection sites that are required by larger doses of other treatments.

What's more, slaughter checks have shown no tissue irritation with NAXCEL. That's an important advantage in meeting today's demand for quality beef.

There's also no pre-slaughter withdrawal period to interfere with cattle marketing plans when NAXCEL is used according to label directions.

NAXCEL has what it takes to meet today's stringent food safety guidelines while effectively treating shipping fever. By controlling a full range of bacteria, NAXCEL gives cattle a healthy chance of overcoming infections and poor performance. And all these qualities continue to make NAXCEL the first-choice solution for shipping fever.

See our advertisement on page 145.

Upjohn

Your Solution SourceSM

The Upjohn Company, Animal Health Division
Kalamazoo, MI 49001

PROCEEDINGS

of the

TWENTY SIXTH ANNUAL CONVENTION

AMERICAN ASSOCIATION OF BOVINE PRACTITIONERS

September 16-19, 1993

Albuquerque, New Mexico

Theme: Jumping Off The Cutting Edge



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Eric I. Williams, F.R.C.V.S., M.S.

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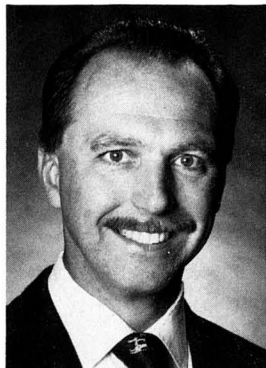
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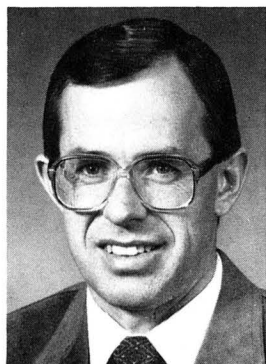
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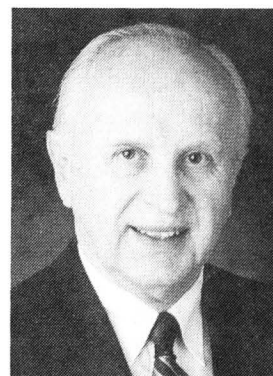
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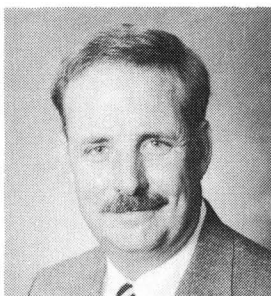


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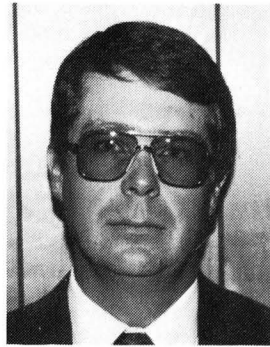
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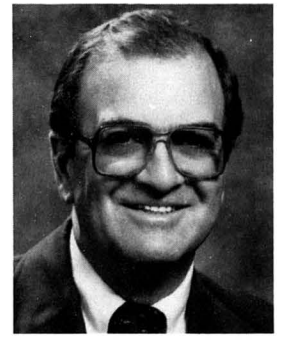
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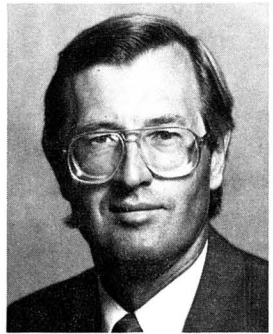
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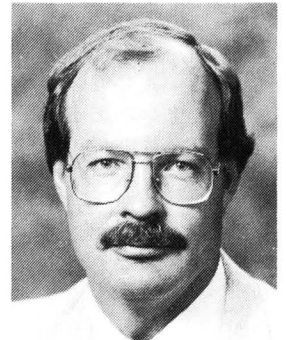
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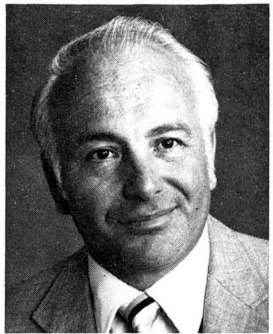
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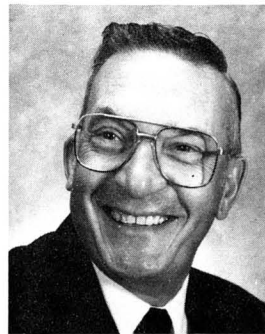
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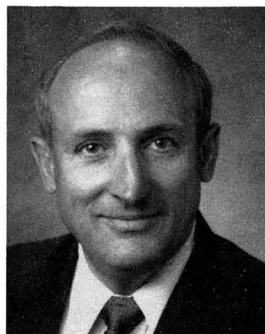
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