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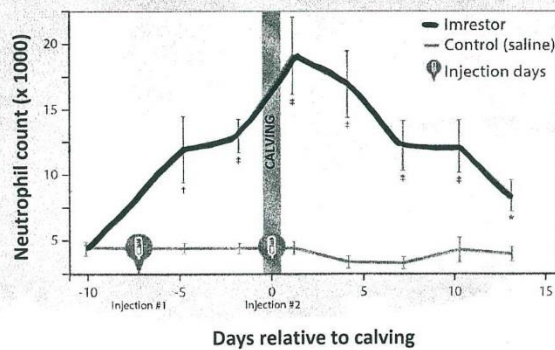
IMRESTOR NOW AVAILABLE FOR BOOSTING FRESH COW HEALTH AND REDUCING MASTITIS

At calving time, the dairy cow goes through significant changes in her body from the growth of the calf and the development of the udder, as well as the hormonal changes taking place. These physiological changes weaken the cow's immune system. White cells called neutrophils are produced by the body to attack and kill infectious organisms. With a weakened immune system at calving, both neutrophil numbers and their ability to work are dramatically reduced. The decrease in neutrophil function can range from 25% to 40%. Neutrophils are the same cells that the cow moves to her udder as somatic cells when she has mastitis and is trying to fight the infection.

Imrestor helps increase the number of neutrophils at calving



Effect of Imrestor on neutrophil count



*P < 0.05. †P < 0.01. ‡P < 0.005.
All P values in comparison between groups at same sampling point.



Imrestor is a newly released product that is NOT an antibiotic or vaccine; it's a protein. When Imrestor is given to cows at calving it stimulates their neutrophils to fight disease. Imrestor will increase the numbers of these white cells and also improve their ability to attack disease organisms. This injectable protein is given one week before calving and again the day of calving. In clinical trials a 31.9% drop in clinical mastitis during the first 30 days post calving was observed in cows receiving Imrestor over herd mates that did not receive the treatment. The benefits of Imrestor were in addition to the existing good management practices already in place at the trial farms.

Why is controlling fresh cow mastitis important? The cost of a treated case of mastitis is often above \$250 when labour and drug costs as well as discarded milk value are calculated. In addition there is reduced milk production potential after the case is treated due to damage in the quarter. Cows experiencing clinical mastitis are also 4X more likely to have another mastitis case during the lactation. Furthermore, mastitis has also been associated with 23% lower conception rates.

In the Journal of Dairy Science, the estimated cost of a mastitis case in the United States was \$444. That included \$128 in direct costs (diagnosis, treatment, discarded milk, veterinary, labour and death loss). The indirect costs were \$316 (lost future milk production, premature culling, replacement cost and reproductive loss). These costs are in US dollars at the time of the study. Based on these costs, you would need to see 7 less mastitis cases per 100 cows to break even.

Mastitis is a costly disease that will affect 1 in 4 cows over their lactation. Reducing the amount of clinical mastitis in fresh cows means more milk, less treatment costs and improved reproduction.

The cost of Imrestor is \$43 per 2 dose treatment or \$21.50 per injection. Elanco is currently offering a rebate program to promote the use of Imrestor for the next 6 months. Herds that use Imrestor in 50 to 90% of the herd over the next 6 months and complete a product survey will qualify for \$6 rebate per cow treated. If over 90% of the cows calving in the next 6 months receive Imrestor and a product survey is completed, the producer will receive \$10 per cow rebate. The deadline for qualification is December 31, 2016.

Imrestor has no milk or slaughter withdrawal with use.

Investing in a fresh cow's health at the start of her lactation with the use of Imrestor should reduce mastitis risk and allow for sufficient milk sales to more than offset the cost of treatment.