

- July 2017 Dairy Newsletter-

New Inventory Pricing Strategy

In our commitment to helping produce high quality and safe food, Mitchell Veterinary Services and Pauly Vet Clinic will be changing our pharmaceutical pricing structure. There is ongoing human health and public pressure to reduce animal antibiotic use worldwide. Some countries' political policies have been changed to reduce overall antibiotic use in food animal agriculture. We expect similar changes in Canada over the next decade or so. That said, we believe it is our responsibility to address this concern within our clientele.

Our food animal herd health team's focus is in the prevention of many common dairy cattle diseases such as ketosis, milk fever and mastitis. In an effort to move this philosophy forward, we are **decreasing** prices on certain items that help prevent these diseases. The goal is to encourage use of these types of preventative products which in turn should decrease the use of products used to treat cows that become sick. We welcome your feedback on this new strategy.

The following products will have reduced pricing as of July 3rd, 2017:

Cefa Dri Pails

Kexxtone Rumensin Boluses

Novodry Pails

Transition Calcium Boluses

Orbeseal Pails

Eprinex 5L

Bioestrovet (Estroplan)

Fertiline

CIDR's

Ask our front office team members or you herd health vet about the specifics of this new pricing structure.

Cheers,



Phil Meadows DVM