



This is a multiple-page PDF.  
Just click a thumbnail to view  
that advertisement

**PRRSV-FREE\* GENETICS!**



# THE PICTURE OF HEALTH.™

She has her mother's good looks and her father's hardy nature. Best of all, she has a healthy start.

You can't tell just by looking at her, but she's the result of a \$30 million investment in health across an entire production system to bring you the high health you deserve.

Like what you see? Find out how you can get pigs just like her for your operation—whether you need only 10 or 10,000. Call for details: **1-888-742-7442.**



**Better solutions  
for better pork.™**

PIC USA · PO Box 348 · Franklin, KY 42135-0348 · 1-888-742-7442 · [www.pic.com/usa](http://www.pic.com/usa)

© 2002 PIC USA. All rights reserved. A **SYGEN** Company. \*Sourced from farms established as PRRSV-free and testing negative by industry-standard protocols.

# Integrity doesn't take shortcuts.

Every advancement is questioned. Every idea interrogated. Every outcome cross-examined.

# Until all potential is healthy and fit for progress.

Getting the advanced genetics you need is a vital part of your business. And so is the health of your herd. That's why at Monsanto Choice Genetics we provide open book health records, allowing you to examine our health status before making any decisions. And even then we'll only deliver animals that have met our uncompromising standards. Because the health of the pork industry is everyone's priority, we make it our responsibility to keep you informed. Giving you the answers you need to protect your investment.

**MONSANTO CHOICE GENETICS. UP FRONT WITH HEALTH. OUT FRONT WITH TECHNOLOGY.**



MONSANTO  
**Choice  
 Genetics™**

# Rising To Meet Your Expectations



## **Pfizer, Pharmacia and You**

Our recent acquisition of Pharmacia will give you access to all of both companies' products from a single source. You will benefit from the best technical and educational field support available today – and you can look forward to new products tomorrow, thanks to our enhanced research and development capabilities.

In reconfirming our commitment to you, we are focusing on improved service and on providing you the highest quality swine healthcare products.



**Animal Health**

**Poised for Your Future**

# Alpharma



# More Than Just Your Supplier... We're Your Partner!

Working Together With You And Our Alliances...



## **National Pork Producers Council**

- To oppose national country-of-origin policy, a costly and time-consuming traceback system
- To back key pork industry initiatives and programs

## **AHI Animal Health Institute**

- To support judicious use of antibiotics
- To protect the availability of antibiotics in food animal production for the maintenance of a safe, abundant, and affordable US food supply



## **American Feed Industry Association**

- To monitor and influence legislation and regulatory actions on key issues that impact the feed industry



## **AASV Industry Support Council**

- To support the publication of *The Journal of Swine Health and Production*
- To foster the development of future swine industry leaders through support of the Student Seminar Sessions

## Alpharma Also Continues To...

- Invest in research and development programs to identify new applications and uses of our full line of swine products
- Provide the latest technical information to minimize disease and optimize swine protection
- Sponsor "For the Record," an informational series to balance the anti-technology bias behind the movement to ban food-animal antibiotics with the true science to protect your ability to grow safe and healthy food



Alpharma Inc. • One Executive Drive, Fort Lee, NJ 07024, USA • Tel: 800-643-5791 • Fax: 201-585-0429 • <http://www.alpharma.com>

Aureomycin and BMD are registered trademarks of Alpharma Inc.

©2003 Alpharma Inc.

All rights reserved.

Printed in USA

Introducing new  
breeding-herd combinations.  
Now you can get more done  
before the day is done.



**FluSure™/  
FarrowSure® Plus**



**FluSure™/  
FarrowSure® Plus B**

**More protection, with fewer injections and less animal stress. All from the industry's first reproductive and swine flu combinations.**

Now it's easier than ever to protect sows and gilts from the reproductive diseases parvovirus, erysipelas and leptospirosis—and the swine flu strains H1N1 and H3N2. Just use new FluSure™/FarrowSure® Plus and FluSure™/FarrowSure® Plus B combinations.

They give you the safety and efficacy of recently introduced FluSure with the established market leadership of FarrowSure Plus, along with Amphigen®, the industry's leading adjuvant. Not to mention, your level of protection is the same as if you used the vaccines separately.

In short, multiple disease protection just got easier.



**Animal Health**

***The Product Line for Your Bottom Line.™***

[www.pfizerpork.com](http://www.pfizerpork.com)



TAKE TIME—OBSERVE LABEL DIRECTIONS

©2003 Pfizer Inc. FarrowSure® and Amphigen® are registered trademarks and FluSure™ and The Product Line for Your Bottom Line.™ are trademarks of Pfizer Inc. FSR03074



# Introducing Six Ways To Take A Coughing Break.

**From one-shot to four-way, nobody gives you more options  
against mycoplasma pneumonia.**

Now with new Myco Silencer® ME combination vaccine, you get more ways to prevent mycoplasma pneumonia – more than any other brand.

- **Myco Silencer® ONCE** – Formulated with Microsol Diluvac Forte®, a single dose provides 6 months of protection against mycoplasma pneumonia.
- **Myco Silencer® MEH** – Formulated with Diluvac Forte®, a 3-way combination, provides protection against mycoplasma pneumonia, erysipelas and polyserositis caused by *H. parasuis*.
- **Myco Silencer® BPME** – Unique combination, 1 mL dose in pigs provides protection against rhinitis, pneumonia caused by *P. multocida*, *Mycoplasma hyopneumoniae* and erysipelas.
- **Myco Silencer® BPM** – Unique combination, 1 mL dose in pigs provides protection against rhinitis and pneumonia caused by *P. multocida* and *Mycoplasma hyopneumoniae*.
- **Myco Silencer® M** – Economical 1 mL dose in an aqueous adjuvant, provides a great value for 2-dose users against mycoplasma pneumonia.
- **Myco Silencer® ME** – Formulated with Diluvac Forte®, a 2-way combination, provides protection against mycoplasma pneumonia and erysipelas.

No company offers more ways to help you take a coughing break. Learn more about the Myco Silencer® line from your veterinarian, or by calling Intervet at 800-441-8272.



# Hit Ileitis Hard and Fast.

Denagard™ 10  
is now  
approved to  
control ileitis.

Denagard 10 hits ileitis  
hard and knocks it out in as  
few as 10 days. It's faster and more  
economical\* than Tylan®.

Ileitis causes severe economic damage whether you see the effects or  
not. Strategically combine Denagard 10 with live animal diagnostics  
to optimize timing of medication.

Knock out ileitis in the first round. With Denagard 10.

\*Assuming 4# finishing feed per 100# pig per day; Denagard™ 35 g/t for 10 days  
costs \$0.40. Tylan® 100 g/t for 21 days costs \$0.65.

**DENAGARD™ 10**  
(Tiamulin)

*THE FASTER, THE BETTER.*

1-800-325-9167



Boehringer  
Ingelheim

©2002, Boehringer Ingelheim Vetmedica, Inc.  
Denagard is a Trademark of Boehringer Ingelheim Vetmedica, Inc.  
Tylan® is a trademark for Elanco's brand of tylosin.  
BI S634-A-27 3-02 / BIV-0513

# Subclinical ileitis—the real culprit

*Pigs survive, yet profits wither*

When producers lose grow-finish pigs to acute ileitis, it's hard to overlook the damage. However, when subclinical ileitis strikes, it often goes unnoticed. Even with its negative impact on gain and feed efficiency, this "hidden" form of ileitis often goes undetected until profits are jeopardized or gone altogether. To prevent this, producers are looking for a new approach to combat subclinical ileitis—one that offers a comprehensive answer in terms of avoiding loss and fostering optimum growth all the way to market.

## Prevalent and costly

Although its impact is immediate where it causes mortality, a USDA survey found clinical ileitis in only 37% of grow-finish operations.<sup>1</sup> On the other hand, a NAHMS study indicates 96.2% of herds are infected with *Lawsonia intracellularis*—the bacteria that causes both forms of ileitis. So clearly, many pigs are at risk for developing subclinical ileitis and its associated problems.

Researchers estimate one gram of infected pig manure contains more than 10 million *Lawsonia intracellularis* bacteria. Because it takes only one-tenth of that amount to cause infection, the threat of ileitis remains extremely high and makes the eradication of the disease virtually impossible.<sup>3</sup>

In trial data presented by Dr. Nate Winkelman, a swine veterinarian in Morris, Minnesota, pigs with subclinical ileitis showed no visible signs of disease, yet suffered a 30% decrease in average daily gain and 23% worse feed efficiency.<sup>4</sup> This major blow to performance can severely disrupt pig flow through increased variation and additional days for pigs to reach target market weight.

## AIM offers solution

To help producers prevent losses from subclinical and clinical ileitis, Elanco Animal Health is introducing Advanced Ileitis Management (AIM)—a new approach to fight ileitis in all forms and on all fronts.

AIM encourages producers to consider three areas:

### Performance

The first AIM goal is to manage disease without negative impact on performance. Producers should strive to improve feed intake, average daily gain and feed conversion.

### Pig flow

The second AIM goal is to reduce lightweights and variation—by preventing and controlling disease—to maximize throughput. Using a medication that works quickly can limit the impact of subclinical disease, improve uniformity and increase gain in lightweight pigs.

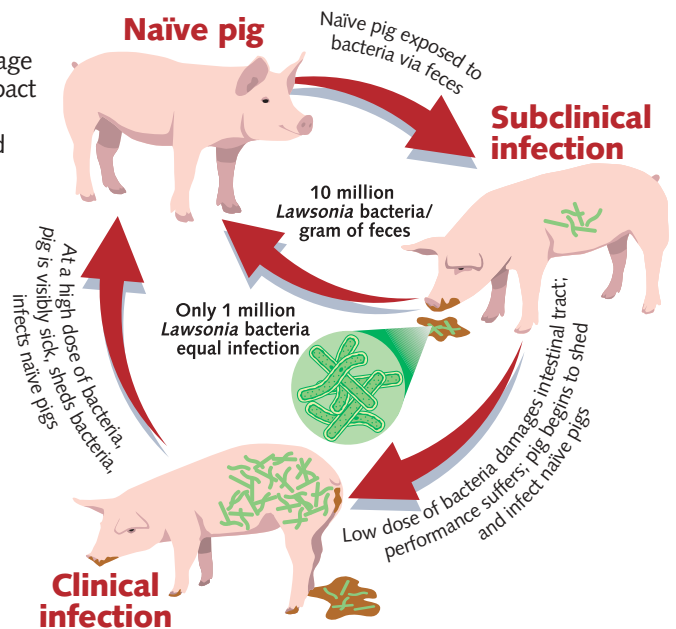
### Economics

The final goal of AIM is to improve economic return while effectively controlling all forms of ileitis. A medication that improves average daily gain and feed efficiency, while reducing culls, will generate higher returns than those that simply control disease.

"Using a sound approach such as AIM helps producers to prevent and control all forms of ileitis, while maintaining performance and production goals," says Dr. Tom Marsteller, a swine technical consultant with Elanco Animal Health. "Considering all ileitis-related factors that can impact health, production and profitability is a key part of AIM's strength."

For many producers, implementing AIM reinforces their use of Tylan® Premix as a strategic therapy for ileitis. It remains the only in-feed product approved by the FDA for the prevention and control of ileitis. Feeding Tylan can help improve pig per-

## Ileitis cycle



With pig-to-pig transmission, L.i. can spread through a herd quickly—putting pigs at risk of subclinical ileitis.

formance, pig flow and economic return by preventing diseases such as ileitis—including the hidden subclinical form—from taking a toll on herd health and production goals.

## Subclinical ileitis—a widespread problem

*Pigs with subclinical ileitis often show no visible signs of disease, but can still suffer from costly performance losses. This is a widespread problem because the bacterium causing the infection—*Lawsonia intracellularis*—has been found in 96.2% of U.S. herds.<sup>2</sup>*

<sup>1</sup> USDA NAHMS. *Swine 2000, Part II*. 2002.

<sup>2</sup> Bane, D., Norby, B., et al. Prevalence and management risk factors associated with *Lawsonia intracellularis* seropositivity in the U.S. swine herd. *Proc. A.D. Leman Swine Conference*, 1997.

<sup>3</sup> McOrist, S. Interview notes from AASP 2000, Indianapolis, Ind.

<sup>4</sup> Winkelman, N. et al. Use of a challenge model to measure the impact of subclinical porcine proliferative enteritis on growth performance in pigs. *AASP*, 1998.

Tylan® is a trademark for Elanco's brand of tylosin. Elanco® and Tylan® are trademarks of Eli Lilly and Company. © 2003 Elanco Animal Health. All rights reserved.



# “Vigortone recommends Paylean® because it works.”

“Paylean has an excellent on-farm track record. Data in the table below are typical of Vigortone’s experience with Paylean. Vigortone’s typical recommendation is to feed Paylean at 4.5 g/ton for two weeks, followed by 9 g/ton for the final two weeks of the feeding period. Paylean works when fed with the proper nutritional program.”

–Dennis Wilson, Ph.D.  
 Technical Service Nutritionist  
 Vigortone Ag Products  
 Cedar Rapids, Iowa



Vigortone Ag Products Closeout Data <sup>a</sup>	Total Pigs	ADG, lb.	% Light <sup>b</sup>	F/G, lb.	Avg. Lean %	Carcass Yield, % <sup>c</sup>	Avg. Backfat	Lean Premium, \$/cwt.
Paylean 0 g/ton	16,966	1.68	3.37	2.99	55.13	76.17	0.69	2.38
Paylean 4.5/9 g/ton	17,407	1.67	2.45	2.85	56.62	77.57	0.61	2.57
<b>Paylean Advantage</b>	–	<b>-0.01</b>	<b>0.92</b>	<b>0.14</b>	<b>1.49</b>	<b>1.40</b>	<b>0.08</b>	<b>0.19</b>

Return On Investment Per Pig	Additional Cost	Additional Income	Return Per Pig
Additional Carcass Value		\$1.31	
Lean Premium		\$1.12	
Feed Value		\$2.11	
Paylean Cost	\$0.96		
<b>Totals</b>	<b>\$0.96</b>	<b>\$4.54</b>	<b>\$3.58</b>

**ELANCO**

**Paylean**

Equal time comparison at 135 days. <sup>a</sup> Results accumulated over a period of 13 months and 14 groups of pigs.

<sup>b</sup> Light = pigs sold at less than 220 lbs. liveweight. <sup>c</sup> Absolute percent.

For more information about Paylean, call 1-800-428-4111 or visit [www.paylean.com](http://www.paylean.com)

PAYLEAN® is a trademark for Elanco’s brand of ractopamine. Always read and follow label directions for proper mixing and handling.

Approved for use only in finishing swine from 150-240 lbs.

Elanco Animal Health • A division of Eli Lilly and Company • 500 East 96th Street - Suite 125 • Indianapolis, IN 46240-3733 USA • [elanco@elanco.com](mailto:elanco@elanco.com)