













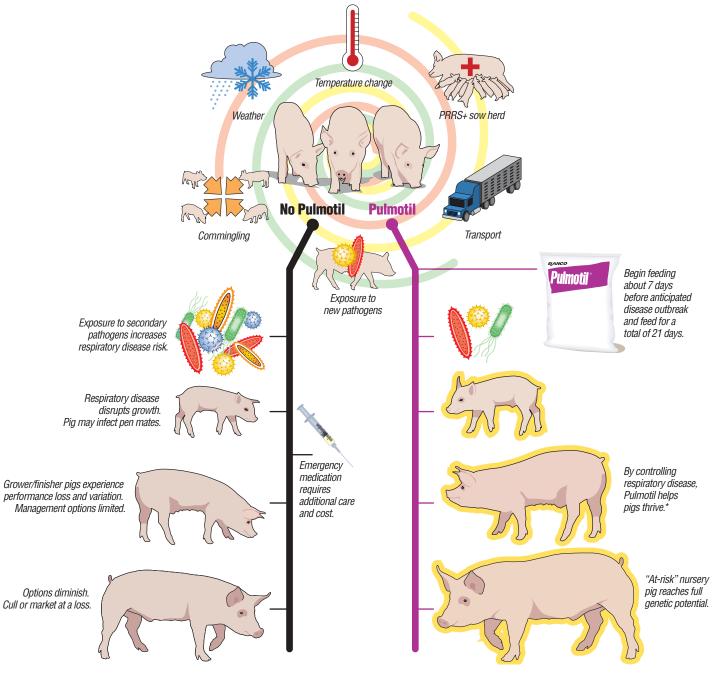




January - February 2004 AASV Industry Support Council advertising Click a thumbnail to view the advertisement



To minimize losses from at-risk pigs, consider the Pulmotil® route.



If your nursery mortality rate exceeds 2% or pigs gain less than 0.85 lbs./day, they're at risk. Adding Pulmotil 7 days before an anticipated respiratory disease outbreak* helps minimize risk and keep pigs on track to reach their full genetic potential.

*Pulmotil approved for respiratory disease caused by App and Pm.

CAUTION: Federal law limits this drug to use under the professional supervision of a licensed veterinarian. Animal feed bearing or containing this veterinary feed directive drug shall be fed to animals only by or upon a lawful veterinary feed directive issued by a licensed veterinarian in the course of the veterinarian's professional practice.

Pulmotil® is a trademark for Elanco's brand of tilmicosin. Elanco®, Pulmotil® and the diagonal color bar are trademarks of Eli Lilly and Company e2003 Elanco Aliminal Health.

For more information, ask your veterinarian about Pulmotil or call 1-800-428-4441.









He/p...

for today's PRRS problem



Raising hogs today is certainly NOT a day at the beach. Despite the best bio-security efforts and routine swine health practices, PRRS can unexpectedly hit herds hard—with devastating results.

That's why Boehringer Ingelheim Vetemedica developed Ingelvac® PRRS ATP swine vaccine. It's a new option to reduce the economic losses caused by the specific North American PRRS virus. Ingelvac PRRS ATP swine vaccine can significantly reduce viral circulation and provide consistent, repeatable control of the PRRS virus*. This new vaccine can minimize the impact of PRRS on herd health and the product is very cost effective.

Ask your veterinarian about Ingelvac PRRS ATP. Or call Boehringer Ingelheim at **1-800-325-9167**. Our PRRS experts are ready to help—**Save Our Swine**.



* Product not approved for use in pregnant sows, adult boars, sows or gilts.

Suvaxyn® MH-one

Uniquely formulated for one-dose administration!

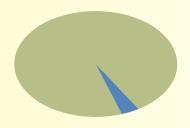
• Dual adjuvant system

Duration of immunity

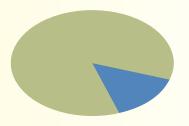
• 182 days duration of immunity label claim.

Proven Efficacy

• 75% reduction in lung lesion scores.



3.6% Vaccinates



14.6%

• Pigs were challenged at 182 days post vaccination.

Field Safety Trials

- 100% reaction free!
- Four separate trials conducted on 840 pigs
- "This vaccine showed an excellent safety profile. I saw no anaphylaxis or injection site reaction in any pigs. The pigs continued to eat and drink well and no slowing of growth was observed. I have now performed approximately 8 to 10 product safety trials and this vaccine showed one of the best safety profiles."

Dr. Robert Simer, DVM Panhandle Veterinary Clinic Perryton, Texas





50-dose vial
250-dose vial
Labeled for use at
3 weeks of age or older



One Company.
One Step Ahead.



Suddenly,

swine flu

has nowhere

to hide.

MaxiVac and Emunade are registered trademarks and Excell is a trademark of Schering-Plough Veterinary Corporation.

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MaxiVac Excell 3 is the first and only swine flu vaccine with two H1N1 strains (classical and reassortant), plus proven protection against both the original and newer H3N2 strains. No SIV vaccine provides broader coverage. All MaxiVac Excell 3 antigens are carefully screened and balanced for optimum performance. And because it contains Emunade®, you can vaccinate with confidence in barn after barn. More science, more protection, more confidence. That's MaxiVac Excell 3.

Contact your veterinarian, animal health supplier or Schering-Plough Animal Health Corporation representative today.

1-877-NEED XL3

Best



Get more when you step up with Paylean.

Your operation already performs well, but it will do even better with the right tools—like Paylean.

Step 1

Pa• E

Considering Paylean?

Paylean constant dose 4.5g/ton

- Better performance¹ (compared to no Paylean):
 - 9.2% higher average daily gain
- 7.4% better feed efficiency
- Increased lean premiums
- Reduced tailenders and lightweights*

*Increase in average daily gain allows more pigs to meet target weight

Step 2

Paylean step-up dose 4.5g/ton for 3 weeks

- + 9g/ton for 2 weeks
- Best performance¹
 (compared to no Paylean):
 - 16.3% improved average daily gain
 - 13% better feed efficiency
- · Highest yield
- · Highest lean premiums
- Fewest tailenders and lightweights*



¹ Armstrong, T. et al. Evaluation of Paylean step-up use programs in commercial pigs. AASV annual meeting, 2003.

Always read and follow label directions for proper mixing and handling. Approved for use only in finishing swine from 150-240 lbs.

Paylean® is a trademark for Elanco's brand of ractopamine. Elanco® Paylean® and the diagonal color bar are trademarks of Eli Lilly and Company.

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"The Camborough 23 delivers where and when it counts."

Jon Hoek, Belstra Milling Co.

Good Mothers

	Parity 1	Parity 2	Parity 3	Parity 4
Lactation length (days)	18.80	18.56	17.55	17.40
Piglet birth weight (lbs)	3.45	3.74	3.76	4.00
Pig weaning weight (lbs)	12.19	12.25	12.10	13.00
Farrowing Rate, (%)	93.70	89.30	93.40	90.20

Tough Mothers

	Parity 1	Parity 2	Parity 3	Parity 4
Total Born	11.30	11.54	11.31	11.90
Born Alive	10.57	10.57	10.38	11.10
Pigs weaned per litter	9.57	9.36	9.41	9.50
Females that originally entered the herd and farrowed 1 thru 4 litters, (98.60 %)	90.30	80.60	69.00



They eat well and milk well, which makes fostering easier with consistently good weaning weights.

- Joe Younce Morgan Hill Manager



Over four parities, the Camborough® 23 continues to illustrate its durability in our production system.

- Jon Hoek Production Strategy, Swine Division Belstra Milling Co.

Camborough 23

About the Farm:

Morgan Hill Farm, originally constructed in the early 1990s, is a 600 sow farrow to finish operation. A top performing farm in its own rights, the facility was managed by Mr. Joe Younce during this trial and is part of the Belstra Group.

Morgan Hill Farm is just one of the participants in the product evaluation of the Camborough® 23 in the US marketplace. Gilts were introduced to eight commercial farms of varying size and geographic locations in the fall of 2001.



1-888-742-7442 www.pic.com/usa



Reduced viral shedding.

Think of all the reasons to include FluSure™ in your swine flu control program. Now add a new efficacy claim: reduced viral shedding-confirmed by two rigorous challenge studies.^{1,2}

Safe for pregnant sows.

Three field safety studies have also led to a second new claim: safety in pregnant sows and gilts.3-5

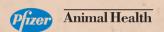
Duration of immunity.

And there's a third new claim: duration of immunity against the H3N2 strain of swine flu for at least ten weeks.6

When you add up all the reasons including the many advantages of Amphigen®, the industry's leading adjuvant—FluSure is clearly the best choice. Available in time- and laborsaving combinations.





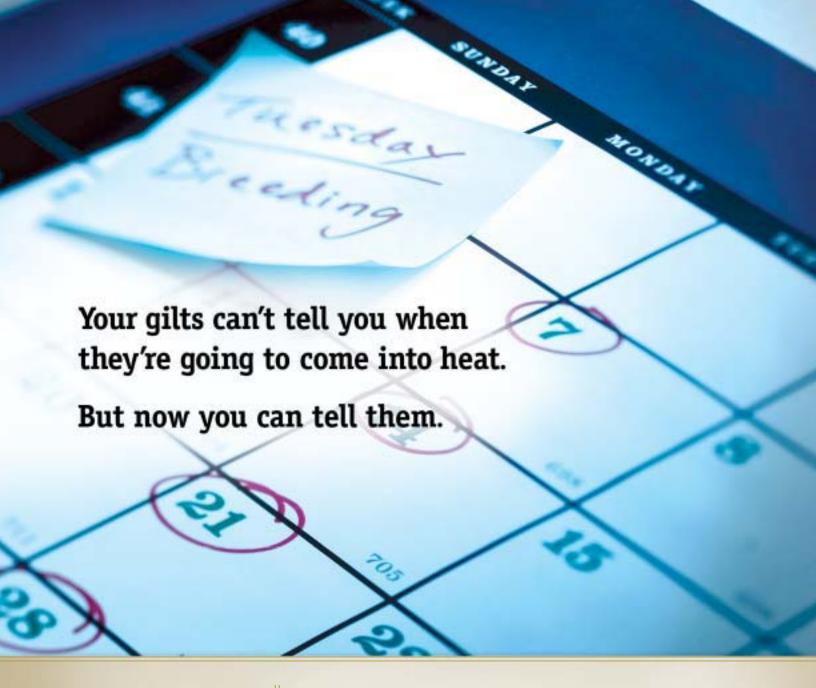


The Product Line for Your Bottom Line.™ www.pfizerpork.com

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- Study 2124C-60-01-009, Data on file, Pfizer Inc 2 Study 2124H-60-01-060, Data on file, Pfizer Inc 3 Study 2424H-60-01-047, Data on file, Pfizer Inc 5 Study 2124A-60-01-005, Data on file, Pfizer Inc 5 Study 2424H-60-01-049, Data on file, Pfizer Inc 6 Study 2124H-60-01-049, Data on file, Pfizer Inc

TAKE TIME—OBSERVE LABEL DIRECTIONS





Introducing MATRIX™ (altrenogest). Synchronizes estrus for maximum operational efficiency.

When you breed groups at the same time, the benefits echo through your production chain. That's why new MATRIX is such an important breakthrough in swine production. MATRIX allows you to synchronize estrus for more focused breeding. When gilts are bred together, they farrow together. Their pigs are weaned together, grow together and finish together. And that means your packer can expect a more consistent product. So ask your veterinarian or animal health provider about new MATRIX. It synchronizes estrus, so you can synchronize pig flow and optimize profitability. Make Their Schedule Fit Your Schedule.

