



Express Verified Vaccination Program

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Airdrie, AB
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Acknowledgements

- Canadian Cattle Identification Agency (CCIA)
 - Brett McConkey and Julie Stitt.
- Clarkston Canada
- Boehringer Ingelheim (Canada) Ltd. (BICL)
 - Vetmedica- Dr Mike Witt and Bill Maxwell

History

- Boehringer Ingelheim
 - Privately owned Pharmaceutical Company
 - Small Sales force
 - W. Canada has 5 Bovine Reps
 - Majority of growth comes through innovation
 - E.g. Industries only Written BVD Guarantee
 - Express Vaccine line main Bovine Vaccine
 - Cdn Express equals American Breedback or Express FP Vaccine line

Bovine Viral Diarrhea 101

- Two forms
 - Acute form – Similar to a flu virus
 - Persistent Infection- Fetal form.

- Economics of buying a PI (Hessman et al., 2006)
 - Difference b/t buying a pen of calves with a PI vs no PI Pen.

	Pen with PI	No PI Pen	Diff.
Overall BVD cost	\$67.47	11.11	33
Feed/Gain Ratio	11.02	6.44	4.58
ADG (lbs/Day)	1.25	1.65	0.4

~~Overall BVD cost~~ **\$67.47** for every calf in a pen with a PI calf

Express Verified Guarantee

Boehringer Ingelheim (Canada) Ltd. will buy any calves (dead or alive) out of mothers vaccinated with Express Vaccine Pre-breeding found to be Persistently Infected with the BVD Virus - conditional on the mother not being Persistently Infected.

Express Verified Program

- Pilot using CCIA database
 - C/C producers who use Express in mother cows pre-breeding will be able to register their calves with the CCIA as Express Verified calves
 - Any CCIA user doing a Value Added Search will be able identify calves out of Express vaccinated moms
 - Extends our **GUARANTEE** to whoever owes the calves.

WIN-WIN-WIN

- BICL
 - Allows us to extend the guarantee to whoever owns the calves
- CCIA
 - Provides a reason for producers to age verify
- Producers
 - C/C – Differentiate their calves
 - Feed yard- tool to buy PI free calves

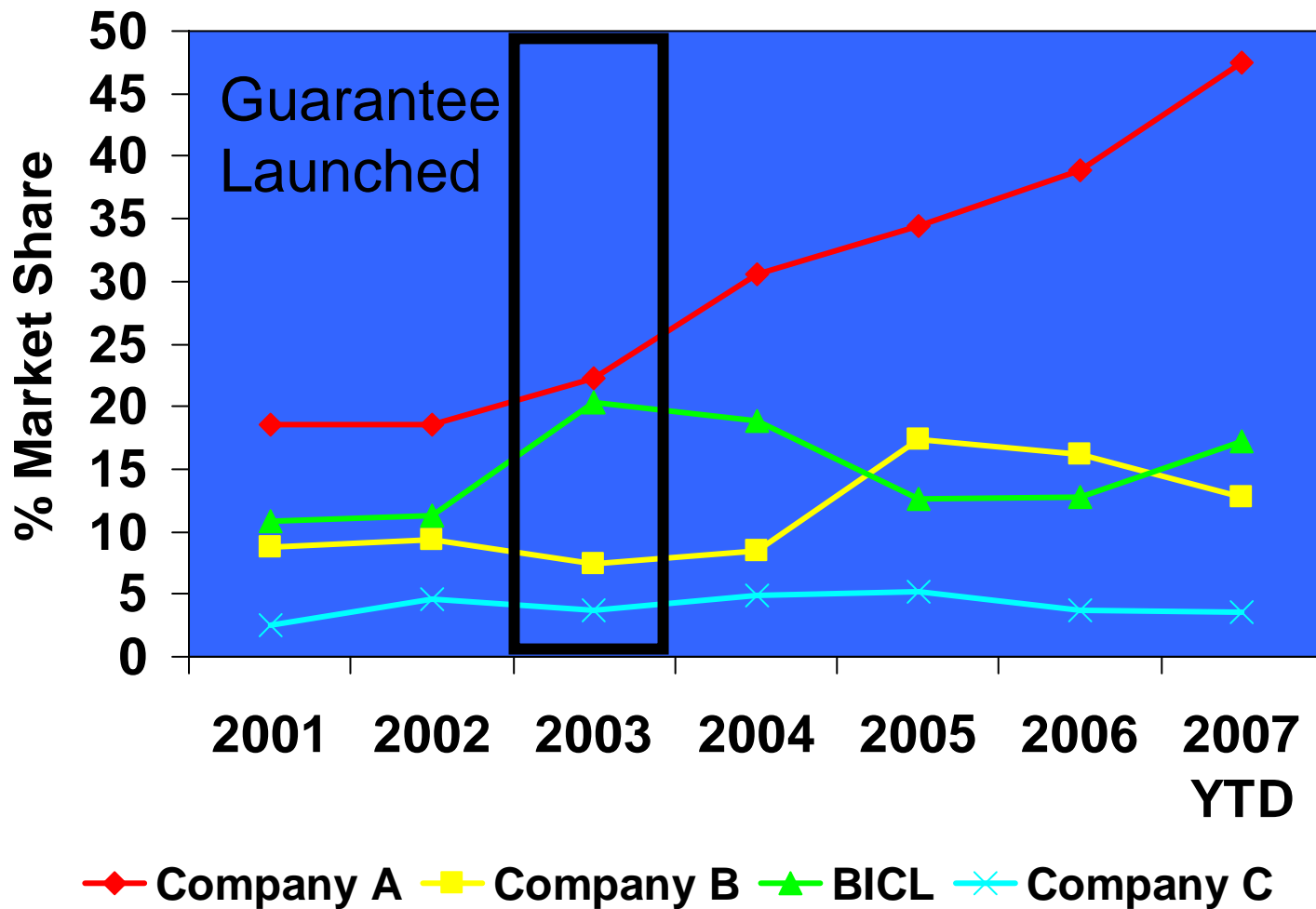
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Results

Results

- Launched in Feb 2007
 - Sold ~1,500 calves at “top-dollar”
- 208 certificates issued in 2006
 - 34,000 calves
- 170 certificates issued in 2007
 - 26,000 Calves
- 2007 Express sales grew 22%
 - Total MLV market grew 6.2%

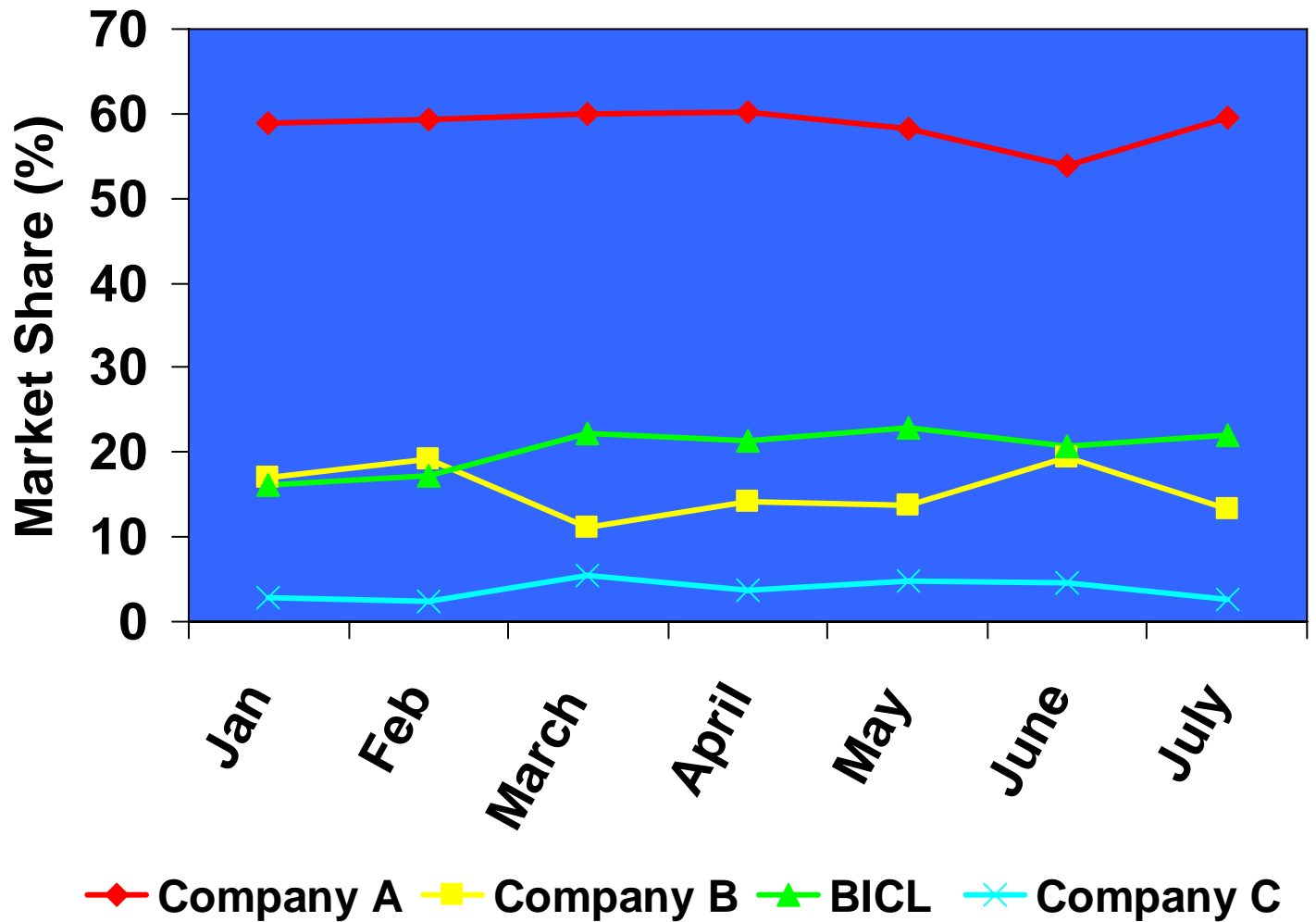
2001-2006 Breeding Vaccine MS





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2007 Market Share



Word of Caution

- Keep it simple
- Start with a pilot
- Pick your partners carefully
- Make sure there is value
 - WIN-WIN-WIN

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Thank You



expressverified.ca

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