

Animal Profiling International (API) is an American company dedicated to the improvement of animal health management through risk-assessment technologies and advanced animal identification systems.

Our goal is to improve cattle health, performance, and management techniques for operators in the beef and dairy industries. API's industry experts provide the products and services that hands-on cattle managers need to make their jobs easier, more efficient, and more profitable.

Call us today to find out how API can help you prevent costly BVD infection and maximize the performance of your herd.

Visit our website at
www.animalprofiling.com
or call **877.278.1344**



www.animalprofiling.com

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BVD Bovine Viral Diarrhea

don't
let BVD
steal your
profits.





With bovine viral diarrhea (BVD) persistently infected (PI) animals showing up in 10% of all herds, the question is not if BVD will strike, but when. That's why producers of all sizes turn to Animal Profiling International (API) for the proactive tools they need to protect their cattle.

Our system sets the industry standard for BVD PI screening while providing the convenience and effective management tools you need. We send you all of the supplies necessary—simply take your samples and mail them back to us. Upon receipt, we'll have your results back to you by the next business day.

API testing is designed to help you reduce expensive health costs and realize greater returns on your investment. Plus, you can boost profits even more by marketing a BVD PI-free animal.

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Q&A

Q: What is bovine viral diarrhea (BVD)?

A: BVD is a virus that is transmitted between animals via direct contact, much like a human flu or cold.

Q: Why is it so serious?

A: BVD has been termed the “AIDS” virus of cattle due to its severe suppression of the immune system, which allows other disease organisms to invade the animal.

Q: Is BVD infection always recognizable?

A: No. Calves that are infected as fetuses can become persistently infected (PI). PI animals typically show no visible signs of illness but will continue to shed the virus at a very high rate throughout their lives. These “Typhoid Mary” animals are estimated to exist in 10% of all herds and are the primary source for the spread of BVD infection in both cow herd and feedlot situations.

Q: What are some of the costs associated with BVD infection?

A: When a PI animal is in the herd, studies have shown that additional expenses can cost up to \$56 per cow in the herd. The virus has cost the industry over \$2 billion dollars in estimated losses over each of the last two years. These financial losses are due to treatment costs, spontaneous abortions, slow weight gains, low conversion rates, secondary illnesses, animal deaths, and more.

Q: Why should I use API to screen my animals?

A: API uses the industry's latest and most effective methods, including Polymerase Chain Reaction (PCR) for screening, and Antigen Capture ELISA for testing individual animals. Together, they provide 99.9% accuracy and next-day results for quick decision-making. API also provides follow-up testing on all positive animals.

Q: How do I keep BVD PI animals out of my herd?

A: Follow a strict management schedule that reduces the infected animals and implement a vaccination program to reduce the risk of disease within a herd. To eliminate PI animals in the herd we suggest taking these basic steps:

1. Test all calves, replacement heifers, open females, and bulls by taking a small ear notch sample and sending it to our lab.
2. Isolate/Remove all animals that test positive.
3. Tag your herd using API's WriteTAG™ System which uses an advanced electronic ear device designed to store detailed data directly on the tag. This allows all health information to remain with each animal for immediate access and verification. For more information on the WriteTAG System please visit www.WriteTAG.com.
4. Work with your veterinarian on a plan to keep your herd BVD PI-free.