

## Planning, Early Treatment Key To Successful BRD Control In Cattle

*Easy-to-use, fast-acting  
therapy makes big difference in  
sick calves*

(NAPS)—Newly weaned cattle don't always handle changing temperatures and environments well, especially in the fall and winter when conditions can be more extreme. But by working closely with their veterinarian to have an effective treatment plan and proven therapeutic products on hand before cattle arrive, producers can more successfully control major health problems.



### **Ranchers can treat their cattle for respiratory disease and foot rot with one antibiotic.**

According to Dr. Eric Moore, director of technical services for Norbrook Laboratories, respiratory diseases in cattle—specifically Bovine Respiratory Disease (BRD)—is one that producers will most likely encounter in the fall and winter.

“It's important producers immediately treat sick animals as soon as they are identified,” explains Dr. Moore. “The sooner producers can get sick animals treated with a fast-acting, broad-spectrum antibiotic such as Norfenicol, the better the chances are for getting those animals healthy and back to being productive.”

Norfenicol from Norbrook has been on the market for four years and is labeled for the treatment and control of BRD in cattle, as well as foot rot. As Dr. Moore explains, the proven antibiotic has some unique differences, including being available in a convenient and durable plastic bottle with the ability to hang, and it is formulated to be less viscous and easy to syringe.

“With Norfenicol, producers now have an antibiotic option for treating and controlling BRD that's much more convenient to administer than the pioneer, especially in colder weather when product viscosity can be a problem,” Dr. Moore says. “It's also a fast-acting antibiotic, getting to the lungs in as little as 30 minutes after injection, making it a highly effective and convenient product to use in treating respiratory disease. As always, producers should consult their veterinarian for the treatment plans and products that best fit their operations.”