



Healthy Calves, *Healthy Returns*

Clifton Reserve Beef is an integrity based pre-conditioning program that centers around a truly "added value" product that is documented, verifiable and auditable. Clifton Livestock Commission employs Kaki Nicotre, DVM, a full time veterinarian to ensure the program is executed to the highest standards.

Clifton Reserve Beef has a unique approach to traditional VAC45 or VAC60 programs. The addition of a full time veterinarian to our team lends our program a higher level of credibility. The structure of our program is such that Dr. Nicotre can personally vaccinate producers' cattle on farm for considerably less than one would traditionally pay a private practice veterinarian to perform the same services. This added value strengthens the credibility of Clifton Reserve Beef, while also allowing more producers to participate. Our goal is to provide the highest standard of care to each animal, while helping our producers realize the greatest return possible.

Clifton Reserve Beef believes strongly that "Prevention Works". So does Boehringer-Ingelheim, which is why Clifton Reserve Beef is excited to announce our partnership with BI to continue to produce the best calves available to go on feed. We know that prevention begins at conception, and producer interaction, dialogue and education are the cornerstones to the success of our program.

Our partnership uses a four pronged approach to manage cattle

1. Sound, low stress handling allows cattle the time and physical capabilities to fully respond to immune stimulation
2. The highest quality vaccine and deworming protocol in Boehringer-Ingelheim vaccines, backed by numerous studies and years of experience. Our program consists of
 - a. Respiratory virals (modified live, 2 doses 18-21 days apart) Pyramid 5+Presponse
 - b. Blackleg (clostridial 7 way) Caliber 7 (2 doses 18-21 days apart)
 - c. Dewormers-Injectable Cydectin at initial processing
3. Strong belief in disease surveillance; every animal is tested for BVD, any persistently infected cattle are immediately removed from the pen and moved to harvest--not resold through the ring.
4. A hands on approach is critical, every pen is hand fed and "pulling and treating" is done by Dr. Nicotre who believes that earlier treatment is better treatment. We know that every animal presents a unique situation and are treated as such. We do not routinely mass treat cattle on arrival. Each prophylactic or metaphylactic antibiotic is chosen by Dr. Nicotre based on the animals' needs, sound science and FDA regulations.

Clifton Reserve Beef is unique and un-paralleled. The beef industry cannot continue to manage with the status quo, we must do better for our producers, our consumers and most of all for our industry. We are committed to high quality, integrity based beef production.

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