



KEYS TO DAIRY FINANCIAL HEALTH

Your goal is to make the smartest investments and implement the best management practices that deliver results and help you maximize your dairy's financial well-being. Our goal is to help you.

6 FACTORS OF DAIRY FINANCIAL SUCCESS

Research from Zoetis and Compeer Financial, a Farm Credit cooperative, that began in 2014 identified six specific dairy production factors that drive success as measured by net farm income. Analysis was conducted on more than 11 years of collected herd data from 2006 to 2016 and 489 year-end financial and production record summaries.

1 SOMATIC CELL COUNTS	2 ENERGY-CORRECTED MILK PER COW	3 DEATH LOSSES	4 NET HERD TURNOVER COSTS	5 PREGNANCY RATES	6 HEIFER SURVIVAL
<p>Aggressively manage somatic cell counts for increased profitability.</p>	<p>High energy-corrected milk requires healthy cows in their milking prime.</p>	<p>Minimize death loss with an engaged, qualified workforce.</p>	<p>Understand the cost of herd turnover.</p>	<p>Pregnancy rate is a key performance indicator for reproductive performance in dairy herds.</p>	<p>Heifer management impacts profitability from many angles.</p>

THE RESOURCES TO BRING IT ALL TOGETHER

For decades, Zoetis has been working side by side with producers and veterinarians to improve cattle health and implement productivity measures to help maximize profit potential and sustainability for future generations.



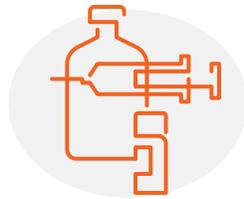
60 YEARS OF EXPERIENCE



ABUNDANCE OF FIELD REPRESENTATIVES



WIDE RANGE OF TECHNICAL SERVICES AND DAIRY SPECIALISTS



EXTENSIVE LINE OF PRODUCTS



BOOTS-ON-THE-GROUND APPROACH

DAIRY WELLNESS TOOLS & SERVICES

Once you've identified how best to reach your goals and keep your animals and dairy healthy, Zoetis can help get you there. We offer a suite of Dairy Wellness tools and services proven to make big differences when it comes to the success of your dairy.

TOOLS AND EXPERTISE TO MANAGE WHAT MATTERS

Our goal is to help you achieve yours. To deliver results and maximize opportunities for financial stability, Zoetis takes a personal approach by offering customers hands-on training, on-farm data monitoring, troubleshooting, protocol development and monitoring in conjunction with your herd veterinarian.

CALF AND HEIFER ASSESSMENT

A comprehensive checklist to help identify significant areas of improvement in your calf and heifer program

TRANSITION COW RISK ASSESSMENT

Monitor the effectiveness of transition cow programs through evaluating risk factors, testing herd performance and identifying strengths/weaknesses

DAIRY WELLNESS STEWARDS BENCHMARKING

Individually tailored training modules and materials that help producers navigate each stage of production

MILK QUALITY RISK ASSESSMENT (Q-MAX[®])

A five-part evaluation of parlor management and overall dairy performance to help ensure that you produce high-quality milk

SCHEDUVACSM

A tool to manage the administration and timing of Zoetis vaccines across all life stages

DAIRY HEALTH MANAGEMENT ASSISTANCE

A network of experts and advanced on-farm epidemiological tools to help identify opportunities and develop action plans that improve animal health, performance and profitability in cooperation with your farm management team

ANTIBIOTIC STEWARDSHIP

Producer and veterinarian education, training and risk assessments to ensure disease identification, protocol development and compliance and understanding correct product use



Our goal is to help you achieve all of yours. On your operation, every outcome — from healthy calves to quality milk — affects your success. And we'll be there to help you develop programs and solutions to improve those outcomes. Because that's how, together, we'll achieve Dairy Wellness.