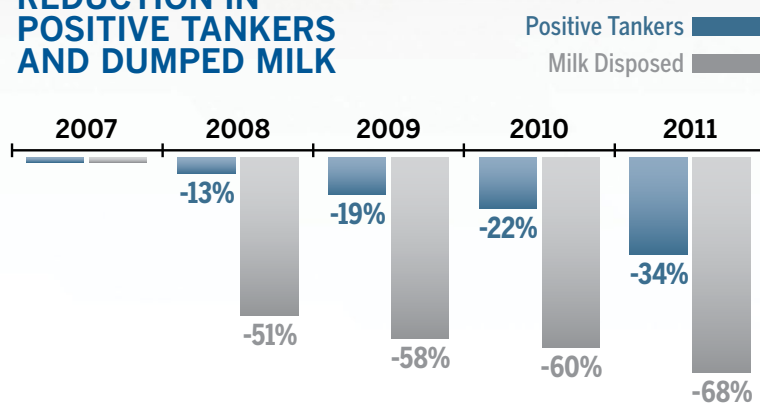


# Progress made. STILL WORK TO DO.

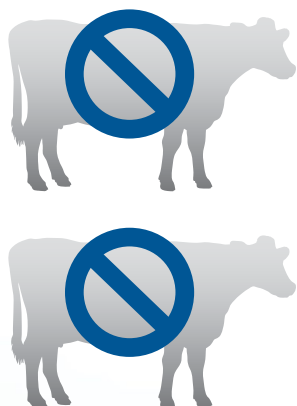
## Dairy industry continues to reduce drug residue violations.

Thanks to the hard work of dairy veterinarians and producers, over the past 18 months, the rate of meat residue violations from dairy market cows has decreased dramatically. Veal calf carcass violations are down, too. And the amount of milk dumped from positive tankers continues to decline.

### REDUCTION IN POSITIVE TANKERS AND DUMPED MILK



By taking steps to avoid residues, dairy producers have reduced milk disposal due to antibiotic contamination by 68%.<sup>1</sup>



### BETTER, BUT STILL TWO TOO MANY.

There were two cull dairy cows flagged for an antibiotic residue violation at a key U.S. packing plant in Q1 2012. This 95% reduction is because of producer commitment to improving their dairy wellness through residue avoidance.<sup>2</sup>

By focusing on using pharmaceutical products on-label, and with the guidance of veterinarians, dairy producers are improving the wellness of the dairy industry. Zoetis has been actively working on solutions to the residue challenges in our industry and working closely with veterinarians and producers to improve the handling of animal health products. In 2011, the Residue Free Guarantee™ was launched to back leading Zoetis brands and to help protect producers and veterinarians from a costly residue violation. The company also continues to invest in research so producers and veterinarians have access to effective treatments with relevant label claims.

*“Our industry has attacked the drug residue challenge head on, and we can be proud of the progress made,” said Gary Neubauer, DVM, senior manager, Cattle Technical Services, Zoetis. “Dairy inspectors report finding more signed veterinary-client-patient relationship guidelines, written treatment protocols, drug inventories and detailed treatment records. These are all critical components of preventing a residue.”*

Even with this progress, we need everyone’s help to overcome this challenge. Market dairy cows are still 300 times more likely than beef cattle to be the source of a residue violation.<sup>2</sup> Producer use of penicillin in an extra-label manner without veterinary oversight is still causing residue violations.<sup>2</sup>

<sup>1</sup> Final Reports. National Milk Drug Residue Database. Available at: <http://www.kandc-sbcc.com/nmdrd/>. Accessed September 20, 2012.

<sup>2</sup> Enforcement Actions. U.S. Food and Drug Administration Inspections, Compliance, Enforcement, and Criminal Investigations. Available at: <http://www.fda.gov/ICECI/EnforcementActions>. Accessed September 20, 2012.

<sup>3</sup> Federal Register. Department of Agriculture. 9 CFR Parts 417. Docket No. FSIS-2012-0012. New Analytic Methods and Sampling Procedures for the United States National Residue Program for Meat, Poultry, and Egg Products. Vol. 77, No. 130. Available at: <http://www.fsis.usda.gov/OPPDE/rdad/FRPubs/2012-0012.pdf>. Accessed September 20, 2012.

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## You won't have to worry about a residue violation again.

The Residue Free Guarantee™ is a residue avoidance promise to every producer and veterinarian in the dairy industry. It covers brands that are not only effective against leading disease challenges but, when used on label, provide the peace of mind that comes with avoiding violative ceftiofur residues in meat or milk.

**EFFECTIVE. ON-LABEL. NO RISK OF MEAT OR MILK RESIDUES. WE GUARANTEE IT.**

*Lack of veterinary involvement is the #1 cause of residue violations.*

### Testing gets tougher

While residue violations have decreased, the industry needs greater prevention methods more than ever. The Food Safety and Inspection Service (FSIS) announced new procedures that expand testing for antibiotics and nonantibiotic compounds such as anti-inflammatories and growth promoters. The FSIS also is increasing the number of samples per slaughter class from 300 to 800 each year.<sup>3</sup>

*"The FSIS is sending a clear message that while the dairy industry has made progress, we're not done yet," Dr. Neubauer says.*

In this latest announcement, the FSIS emphasizes there is no tolerance for meat residues from drugs either not approved for cattle or not approved for lactating dairy cattle. Many of these products are popular heifer treatment options. For a list of affected products, visit [www.AvoidResidues.com](http://www.AvoidResidues.com).

### Be part of the solution

Dairy producers and their employees are in the best position to continue improving the industry's track record on drug residue violations. The first step is to work with a veterinarian as part of a valid veterinary-client-patient relationship (VCPR). A veterinarian should be your partner and adviser on a residue prevention plan that includes:

- Written protocols using on-label treatments
- Employees trained on how to follow label directions
- Records that are accurate with all treatments recorded daily

*"As an industry, we need to keep focused on preventing drug residues," Dr. Neubauer says. "We know what it takes to succeed. We need to follow label directions, implement written protocols and work in partnership with our veterinarians. If we do, we'll be able to meet these new challenges head on."*

**Do your part to reduce the rate of drug residue violations.**

*Assess your risks at [www.AvoidResidues.com/Assessment](http://www.AvoidResidues.com/Assessment).*



**\*Residue Free Guarantee:** If you use a Zoetis-branded ceftiofur product according to label indications, and experience a violative ceftiofur milk or meat residue, Zoetis will compensate you for the beef market value of the animal or purchase the tanker of milk at fair market value. You must purchase the product from a Zoetis-approved supplier, use the product according to label indications, have documentation of the product purchase and treatment records, and have conducted training on appropriate use to ensure proper dose and route of administration of the product. Extra-label use as prescribed by a veterinarian is excluded from the guarantee. If you experience a ceftiofur residue violation after following label indications and the above steps, contact Zoetis VMIPS (Veterinary Medical Information and Product Support) at 800-366-5288 to report the situation.

**Learn more about products backed by the Residue Free Guarantee at [AvoidResidues.com](http://www.AvoidResidues.com).**

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