

MAY NEWS

May 2008

PET SLIMMERS

Hill's Pet Nutrition is inviting you to join in their annual Pet Slimmer Competition. There are prizes for the State and National winner and a bag of Hill's pet food for all entrants that reach their target weight.

Overweight pets suffer from a variety of health risks including arthritis, diabetes, heat stress and heart disease. Keeping your pet at a healthy weight also reduces risks associated with surgery and anaesthesia.

Losing weight, as most of us know, can be a slow and difficult task. Why not try losing weight along with your pet? Slimming together will help keep you both motivated! Walking is great exercise for both you and your dog.

The clinic stocks a variety of weight loss and maintenance feeds and most of these come with a 100% money back guarantee. So, why not try a bag even if your moggy or pooch is fussy.

Feel free also to come into the clinic for weigh ins. We can keep a record of your pets weight on their clinical history and while you're here, chat to staff about whether the diet and exercise is working.

Winter padding is no excuse!

CALVING WOES

We seem to have had a long and protracted calving season this year, with lots of farmers having troubles, often in multiples. Causes of difficult calving can include:

Joining heifers too early or at too light weight,

Using bulls which throw large calf birth weights, esp over heifers,

Increased feed late in pregnancy causing calves to grow bigger but not the cows,

Having cows that are too fat or unfit,

Problems such as uterine torsion or full breech presentation.

If you have a calving problem, don't forget the hot water!!



VERY CUTE KITTENS

2 tabby and
white

1 female

1 male

\$100

Includes
desexing,
microchipping
and first
vaccination.



LIVER FLUKE

Fasciola hepatica, better known as liver fluke, is something that may have slipped from our minds in the last few years of drought. With some rain arriving this year, it might be something we need to start remembering.

Liver fluke has a rather complex lifestyle. It begins by eggs being excreted in the faeces from infected sheep or cattle. The eggs then require water to develop into the next stage known as a 'miracidium'. This stage then infects a particular type of snail called a lymnaeid snail, which prefers a wet habitat. The miracidium multiplies inside the snail before the next stages emerge into the water. This stage attaches to grasses within or on the waters edge and awaits being consumed by the definitive hosts, sheep or cattle.

Once inside the definitive host the immature liver fluke migrates through the liver over a period of about 6 weeks before finally lodging into the bile ducts as adult fluke. This migration can cause acute liver disease in animals infected by large numbers of fluke and can also allow invasion of bacteria such as clostridials. Sudden illness or even death may be the only symptom.

Chronic fluke disease is caused by the adult fluke in the bile ducts and can be associated with loss of condition and swelling under the jaw or abdomen. Mild infections may just cause a loss of production, and across the herd this may cause significant losses in profit.

As shown by the lifestyle, fluke need water to propagate and therefore, during drought the incidence is probably decreased, although cattle and sheep feeding around water courses are still at risk. Areas of over 600mm annual rainfall are most commonly affected along with irrigated areas.

There are two ways of testing for liver fluke. The more traditional way is by faecal egg counts. These, however, can be quite inaccurate as firstly, it will be at least 8 weeks after infection before eggs will be seen in the faeces, and secondly, egg output is often sporadic and of low numbers, particularly in cattle, so it is quite common to get a falsely negative result.

A more recent test involves taking blood or milk and using an 'ELISA' test to directly detect the presence of fluke in the body. This test is much more sensitive and more accurate than faecal egg counts.

There are several management strategies that can be used to assist in the control of liver fluke. Keeping animals restricted from swampy areas of paddocks can decrease uptake. Restrict grazing in fluke infested paddocks to 8 weeks (before eggs start to be seen), so further contamination doesn't occur. Rotating grazing between sheep and cattle.

Draining of swamps and the use of molluscicides to control the snails can be attempted but are not considered very practical.

Ultimately, however, if you have a fluke problem on your farm, the use of a flukicide will be necessary. Autumn is the optimal time to treat sheep and cattle. At this time further pickup will be reduced due to inactivity of the snails over winter, and most of the fluke will be within the animal, therefore reducing further contamination of the paddock.

In heavy infestations a second treatment in Summer may be required after the Spring pickup. In severe infestations, treatments may be required every 8 weeks.

There are several different flukicides on the market, some available just for fluke, others combined with a worm drench and/or minerals such as selenium. It is ideal to use a flukicide that is effective against both adult and immature fluke, but rotational strategies (between different chemicals, not just brand names) are recommended to reduce the incidence of resistance.



INSIDE STORY HEADLINE

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

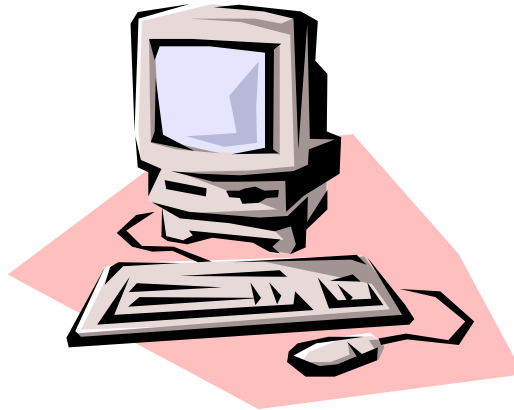
A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety

of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a

simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

INSIDE STORY HEADLINE

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top

customers or vendors.

INSIDE STORY HEADLINE

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands

of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the



Caption describing picture or graphic.

image near the image.

MANSFIELD VETERINARY CLINIC

265 Mt Buller Rd
Mansfield Vic 3722

Phone: 5775 2055
Fax: 5775 1099
E-mail:

Your business tag line here.

We're on the Web!
example.microsoft.c
om



This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

BACK PAGE STORY HEADLINE

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to

refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast

meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.