

The Scoop on MOO-ville Creamery



If you live in Michigan, chances are you've heard of MOO-ville Creamery. They were **voted the #1 Ice Cream Parlor in Michigan** in 2012 and their line of dairy products can be found in over 120 stores, restaurants and coffee shops across the state.

Nearly 25 years before MOO-ville Creamery came to be, Doug Westendorp - who was farming with his dad and brother at the time - wanted to strike out on his own. **Most would say that having six kids under the age of six wouldn't seem like an ideal time to embark on such a risky journey**, but Doug and wife Louisa both had farming in their blood. First one child was born, then twins and then, from the third and final pregnancy - triplets! And so, in 1991, Doug took his very unique family and moved east, to Nashville, Michigan. There, the Westendorps began their new venture with just 60 cows and a strong resolve to make it work.

In the spring of 2005 - MOO-ville Creamery opened its doors with a very simple philosophy: **"If it's not better, why bother?"**

In 2012, a new barn was built that would allow them to increase their herd to 220 cows.

Part of their success has been forming great relationships with key suppliers. **Having a resource like Michigan Veterinary Supply (MVS), a division of ANIMART, Inc., has helped make operating and expanding the farm much more efficient.** The addition of ANIMART, Inc. to the relationship offers an even wider array of products and the feeling that most **anything they need is right at their fingertips.**

Read the full article at animart.com/farmtails

New Solution for Pre-weaned Calves

The main cause of death in calves younger than 14 days old is dehydration due to scours.

During 2006, scours, diarrhea, or other digestive problems accounted for the majority of pre-weaned heifer deaths. Severe water loss or dehydration is usually the cause of death.

The newborn calf is born as a monogastric (single-stomached) animal with the abomasum as the only functional stomach. Once a calf drinks milk or milk replacer, the pH increases from 1.5 to 6 within 15 minutes of feeding. When the pH of the stomach is above 4, it can allow pathogens such as E. coli and salmonella to pass through the stomach intact and cause disease in the intestine of a calf.

WATER LOSS FROM SCOURS

Water loss results when young calves get scours caused by many sources, including infectious and noninfectious agents, and increased stress. Supporting a healthy gut to prevent water loss is important for maintaining healthy calves and dealing with scours.

THE SEVERITY OF DEHYDRATION CAN BE EASILY EVALUATED AS FOLLOWS:

- **SLIGHT:** Pinch a flap of skin on the calf's neck. See if it "tents" for 4 seconds or less.
- **MODERATE:** Skin "tenting" for 5 seconds or more, calf may be lying down and appears dull.
- **SEVERE:** Calf needs IV fluids, lying down and unresponsive.

Any noticeable water loss should prompt a call to your veterinarian. Feeding good quality colostrum, excellent hygiene and husbandry during the neonatal period are fundamental to calf health.

Non-prescription oral electrolytes are the traditional approach for dehydration resulting from scours. It is a good idea to keep feeding milk to provide enough energy to the animal. Intravenous fluid therapy can be used for the most severe cases.

The cost of care and elevated risk of calf mortality from scours has a direct impact on producers like you. Neonorm™ Calf uses Croton lechleri, a botanical extract, to inhibit water loss at the cellular level directly in the gut. It can help promote natural stool formation and reduce fluid loss when caring for your neonatal calves. Neonorm™ Calf may be used along with electrolytes if the calf is dehydrated, as supportive care is vital.



Dr. Vicky Lauer, ANIMART Calf Professional

How Can ANIMART Help?

ANIMART is committed to the success of our producers. We strive to actively promote the health and wellbeing of our clients' animals. ANIMART veterinarians are well equipped to build protocols for your young calves. **If you have any questions, please feel free to contact us at any time by calling 920.382.8580.**

800.255.1181 • animart.com



Rules of the Game:

1. Shoot a Big Buck
2. Send us your photo wearing ANIMART apparel with your Buck to marketing@animart.com
3. Receive a FREE ANIMART Hat with your next order
4. Be entered into the Grand Prize Drawing of Muck Woody Sport Boots.



Happy Hunting!

Frozen calf ears?



Solve the problem with Calf Ear Muffs! Protect those newborn ears from frost and severe cold. Very easy to slip on, stays in place with velcro. A must for the cow/calf producer!

Winter Outdoor Wear

**Pella Bibs and Coveralls
Twill Insulated or Un-Insulated**

- Zippers to the hip for easy on/off.
- Lined with 100% nylon taffeta. Quilted insulation.
- Machine washable.
- Color: Spruce Green, Brown Duck or Navy.
- No veterinary insignia unless specified.
- Sizes: short, regular or tall measured by waist, even numbers only.

NOTE: ANIMART also carries Pella Jackets, Coveralls, AI Vests and Vaccination Vests.



Makes A Great Christmas Gift!

Have your name and/or farm name custom embroidered for a small fee. Allow 3-4 weeks for delivery.

Chilly Grip Gloves by Summit



- Amazingly warm synthetic insulated liner (20% acrylic/80% latex) with durable, textured rubber palm and fingers.
- Machine washable.
- Available in Medium, Large, X-Large and XX-Large.

Arctic Sport Boots by Muck

- Ideal extreme-conditions snow boot. 100% waterproof.
- Premium fleece and breathable air-mesh lining throughout.
- Comfort range of -40°F to 40°F.
- Available Sizes: Men 5-15; Women 6-16.
- Mid Height: 12.5" or Hi Height 16.5".



Calf Jackets

Order Now before the Snow Flies!

Call today for quantity price breaks! All styles & sizes!

- Fly Away™
- Economy™
- Gro-Well™
- Uddertech™



PolyDome Calf Warmer

- Provides a comfortable environment for newborn calves.
- Comes complete with a deluxe, high-performance, 110 volt heater with 3 heat settings and 2 fan settings for proper regulation.
- Heater box included.

SAVE! \$25 OFF Calf Warmer!

Offer valid now through 12/31/14.



Super Calf-Kit

- Increases the caloric density of milk replacer or whole milk.
- Research demonstrates the benefits of raising the caloric density in whole milk or milk replacer fed to calves.
- To maintain normal body temperatures in weather below 30 degrees Fahrenheit, calves need a high energy feed.
- The addition of 2 oz of Super Calf-Kit to 2 quarts of milk or milk replacer twice daily meets the significantly higher energy needs of calves raised in cold weather conditions.



NEW Products

Neonorm™ Calf

- Latest advance in neonatal calf care that improves gut health, promoting normal stool formation and rapidly reducing dehydration to speed up recovery.
- First in a new class of gastrointestinal products that work in the intestine to reduce dehydration. Works by inhibiting water loss from the circulatory system of the animal through the epithelial cells in the lining of the intestine, thus supporting and promoting the normal health of the gut.
- The severity of dehydration is reduced for faster recovery and return to health of the calf.



Bovi-Bond Soft™

- Hybrid adhesive combines a strong bond with a softer final hardness to conform to claw and reduce/eliminate bruising after removal of block.
- Fast-curing within 30 seconds.
- Polyurethane adhesive blocking system.
- Use Bovi-Bond Dispensing Gun.
- Available in 180 ml tube.



Repiderma Spray™

- An antibiotic-free spray to be used in every situation where infections have to be prevented and where weak spots in the skin can use a boost.
- Can be used on dairy cattle, horses, sheep and pigs for dehorning, castration, digital dermatitis, severe hoof ailments, etc.
- Helps keep hooves healthy with highly effective, Aloe Vera-enriched spray.
- Available in a 200 ml aerosol can.



Genesis 150 Colostrum Replacer™

- 150 g globulin protein is an effective dose fed instead of maternal colostrum, when colostrum is unavailable or is of questionable quality.
- Research proven technology - provides everything the newborn calf needs in just one feeding, so the second feeding can be colostrum, milk, or milk replacer.
- Easy to mix and feed.



Calf-Tel™ 4Qt Bottle and Snap Nipple

- Using a 4-quart bottle allows for feeding a higher level of nutrition for the calf raisers who find feeding more than two times per day impractical within their management or labor situation.



To view new products, visit animart.com/newproducts

It's Back! - CATOSAL (Rx)

- The source for Butaphosphan, Vitamin B12 and Phosphorus to be delivered shortly before or after birth.
- Features 10g Butaphosphan which stimulates metabolism and balances immune system.
- Contributes to reduced stress after calving and an increase in appetite much earlier than untreated animals.
- Boosts immune system making animals less susceptible to infections and diseases.



Beyond Products.

KISSavings

Keep It Simple Savings

To view programs, visit animart.com/kissavings or call 800.255.1181.

We work for your reward!



KISSavings include:

Alcohol 99% Special

Glycerin Special

Hetacin-K (Rx) Short-Dated Special

Ear Tag Closeouts

Merck Producer Rebates

Merial Fall Producer Rebate

Novartis Producer Program

Scour Bos 9 Sweatshirt Promotion

UdderSinge Savings

UdderSinge Save \$25

Receive \$25 off your purchase of any UdderSinge model.



Limit 5 discounts per account.

Includes:

USM428 (4' hose and 28" wand)

USM1528 (15' hose and 28" wand)

USM 1550 (15' hose and 50" wand)

Offer valid 10/1/14 - 11/30/14

Product Updates

On manufacturer backorder:

Alpha 7/MB1 10ds & 50ds

Bovine Ecolizer +C

Clostratox BDC Antitoxin 250ml

Clostratox Ultra C1300 250ml

C&D Antitoxin 250ml

Lactated Ringer 1000ml bags

Polyox II Bolus

Call for availability and best substitutes - 800.255.1181

800.255.1181 • animart.com

ANIMART®

Dairy & Livestock Solutions
1240 Green Valley Road
Beaver Dam WI 53916
800.255.1181 | animart.com

PRSR STD
U.S. POSTAGE
PAID
EP • Direct
Fond du Lac, WI

Helping to keep your herd healthy



What's Inside

Calf Article	Page 1
MOO-ville.	Page 1
Cold Weather Products . . .	Page 2
Big Buck Contest.	Page 2
New Products	Page 3
KISSavings Specials	Page 3
Product Updates	Page 3
November Dairy	Page 4

November Dairy

Get Involved:

November is the global men's health charity where men grow and women support the moustache during November. Participation begins once you sign up and become part of the official movement to change the face of men's health. Movember is about bringing back the moustache (Mo), having fun, creating conversations and awareness, and raising funds for men's health, specifically prostate cancer, testicular cancer and mental health problems.

Our Motivation:

We have joined the Movember movement to help our dairy and livestock producers take care of their own health in addition to their animals health. For more information on how to join our team or to donate, please visit: <http://us.movember.com/team/1612557>



Beyond Products.

800.255.1181 • animart.com

November/December 2014