

Elanco

# CRC Update

TM

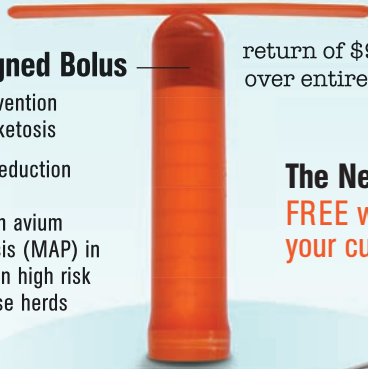


## New Rumensin CRC Bolus Announced Redesigned capsule requires a new application tool

Dairy producers know Rumensin CRC is a solid investment in herd health. Since a single case of subclinical ketosis can cost a dairy producer on average \$547.50,<sup>1</sup> Rumensin CRC delivers an average return of \$90,<sup>1</sup> per dairy cow, over entire herds.

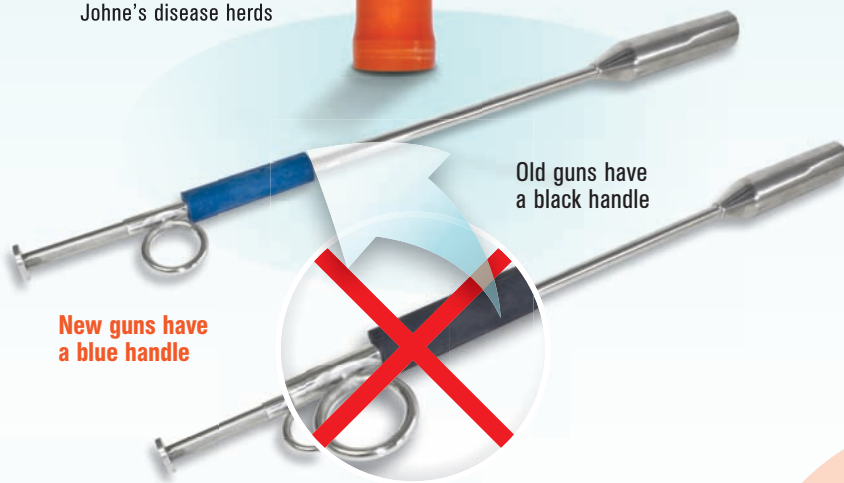
### The Redesigned Bolus

- > Continued prevention of subclinical ketosis
- > An aid in the reduction of shedding of *Mycobacterium avium* paratuberculosis (MAP) in mature cattle in high risk Johne's disease herds



### The New Bolus Gun

**FREE** when you bring in your current gun



Old guns have a black handle

New guns have a blue handle

But CRC delivers more than just a financial return on investment. By preventing subclinical ketosis in lactating dairy cows, and as an aid in the reduction of shedding of *Mycobacterium avium* paratuberculosis (MAP) in mature cattle in high risk Johne's disease herds, CRC keeps paying off through peace of mind.

With the new capsule on its way, producers now have to trade in their old applicator guns before the new bolus can be used.

The new guns are almost identical to the old guns, except for a small change in the diameter of the mouth and a new colour for the handle (blue, replacing the old version's black).

Your veterinarian should have your new gun standing by. Just visit your local vet office to make the exchange.



- > Packaged for your convenience in weatherproof buckets of 40 (8 pouches of 5 units each)

1 - "The relationship between herd level disease incidence and a return over feed index in Ontario dairy herds" Can Vet J. 2006 August; 47(8): 767-773. McLaren et al.

**Trade in your Rumensin CRC gun today**

And get a free two-sided administration tracker + guide at your vet clinic

**FREE TRADE-IN DEADLINE: MARCH 31, 2010**  
New applicator works for current boluses as well as the upcoming bolus

[www.elanco.ca](http://www.elanco.ca)

