

What is BRD?



WHAT YOU NEED TO KNOW ABOUT BRD:

WHAT IS BRD?

BRD is the general term for any disease of the upper respiratory tracts (e.g., bronchitis, rhinitis, tracheitis) or lower respiratory tracts (e.g., pneumonia). It is known as a "disease complex," stemming from three factors usually working in combination: stress, a viral infection and a bacterial infection. BRD normally impacts cattle in the first four weeks after weaning, and it can be fatal.

HOW BIG IS BRD?

Bovine respiratory disease (BRD) is the number-one cause of feedlot cattle death in North America and represents more than 70% of all feedlot deaths and sicknesses. BRD is the single-largest source of morbidity and mortality in feedlots, causing an estimated \$2–3 billion in losses annually (Fulton 2009; Irsik 2006).

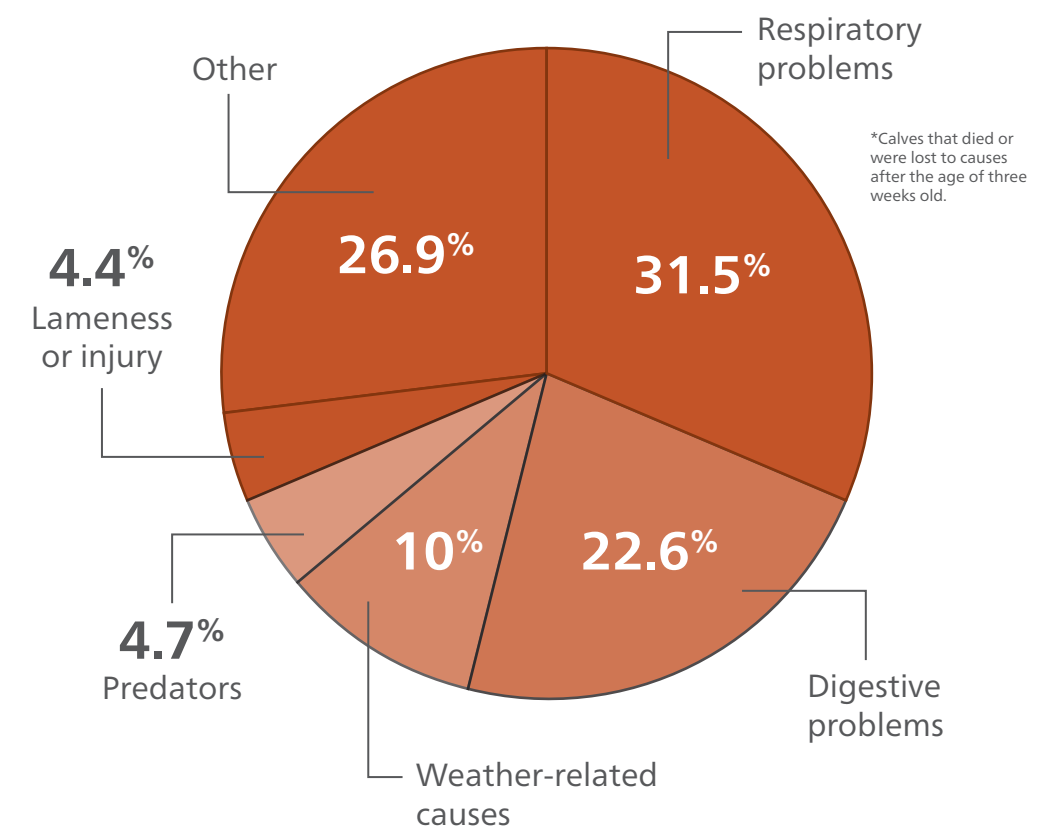
MAINTAIN GUT HEALTH AND REINFORCE MINERAL STATUS

Feed additive products from Alltech, such as Bio-Mos, can help drive gut health, and Alltech's Bioplex and Sel-Plex support maximum trace mineral status. Both of these products are backed by peer-reviewed scientific research and have been used by producers as a part of their comprehensive BRD programs.

SYMPTOMS OF BRD:



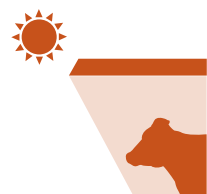
WHY DO CATTLE DIE?



MANAGEMENT TIPS

1

Reduce stress at all costs and pay special attention to adverse weather



2

Provide good nutrition early and often



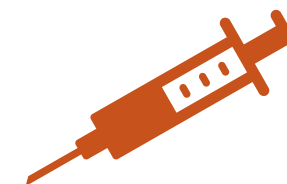
3

Utilize good pen riders and technology to monitor cattle regularly



4

Establish a vaccination program with a trusted vet



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