



## **Increase Profitability by Preconditioning Calves: Iowa Green/Gold Tag.**

The purchase and sale of feeder cattle via sales barn is a common occurrence among western Wisconsin beef producers. For buyers a significant risk is placed on unobservable traits such as management prior to sale and vaccination history. For sellers there are many gains to be had by overstating the value of their animals. This is where third party verification of preconditioning programs can play a valuable role for both buyers and sellers.

Research reported by the Iowa Beef Center demonstrates up to a \$6/cwt increase in price at sale for animals preconditioned using a third party verified system such as the Iowa Green/Gold Tag Program. The value for sellers is obvious, an immediate increase in profit. The value for buyers becomes readily apparent when comparing feedlot performance. Animals that are properly vaccinated, dewormed, dehorned and castrated prior to weaning demonstrate better rates of gain, decreased pulls and treatments and better overall health resulting in a larger profit margin.

The Iowa Green Tag program requires the following actions to be completed by a certified veterinarian at least 21 days prior to weaning and weaned at least 30 days prior to sale. The following requirements may appear very similar to MVS's VIP program with a few extra steps that can pay off major dividends in the long run.

- Vaccinated for IBR, BVD, BRSV, PI-3, 7-Way Clostridia, Mannheimia haemolytica & Histophilus somni
- Dewormed for external & internal parasites
- Dehorned (if applicable)
- Castrated (if applicable)

To qualify for the gold tag program cattle must go through 2 rounds of the previously mentioned vaccinations in addition to being weaned for 45 days. Once all of the requirements have been met an easily identifiable green or gold tag tag is placed in the ear of the calf & a certificate is issued to the producer signaling to buyers that this animal has met the requirements of the program, ultimately bringing a higher price.

Both Colin and Nicole are certified and ready to tag your calves and answer any questions. Call and schedule your preconditioning program today!