

PAIN RELIEF IMPROVES RECOVERY

Managing pain and inflammation reduces pain related behaviours in calves, helping them quickly return to their normal activities.

LESS PAIN, MORE GAIN

Providing pain relief for calves undergoing routine cattle management procedures is the way forward:

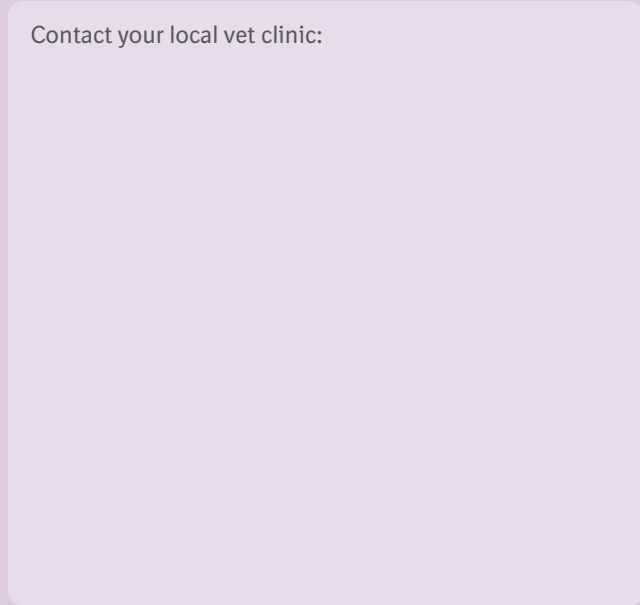
- It's better for calves' wellbeing
- It's better for producers, because it leads to improved productivity and profitability
- Talk to your vet about effective pain relief for cattle



For more information about trusted pain relief and farm animal well-being, talk to your vet or call Boehringer Ingelheim Animal Health on **1800 808 691**, or go to:

livestockfirst.com.au

Contact your local vet clinic:



References:

1. Huxley, JN, Whay, HR. *Current attitudes of cattle practitioners to pain and the use of analgesics*. Veterinary Record (2006) 159: 662-668.
2. Sutherland, M., et al., *Effect of castration and dehorning singularly or combined on the behavior and physiology of Holstein calves*. Journal of animal science, 2013. 91(2): p. 935-942.
3. Heinrich, A, et al. *The impact of meloxicam on postsurgical stress associated with cauterly dehorning*. Journal of Dairy Science. (2009). 92(2): p. 540-547.
4. Australian Beef Sustainability Framework Annual Update 2023 RMAC.

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FARM
ANIMAL
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TRUSTED PAIN RELIEF FOR CATTLE

Talk to your vet about the benefits of effective pain relief.



PAIN RELIEF – A NEW STANDARD

- Cattle in pain experience altered behaviour patterns and eat less, which may impact on both the animal and farm productivity. The use of pain relief allows animals to be more comfortable and to recover faster.
- Today, more Australian producers recognise that providing pain relief is the new standard in the production of quality beef.

EFFECTIVE PAIN MANAGEMENT

By reducing local inflammation and limiting the intensity of pain signals sent to the brain, effective pain relief can reduce the pain experienced following these management procedures.

Talk to your vet about about trusted and proven pain relief for your cattle.

PAIN AT MARKING

Marking procedures, such as dehorning, branding and castration are particularly painful and stressful.

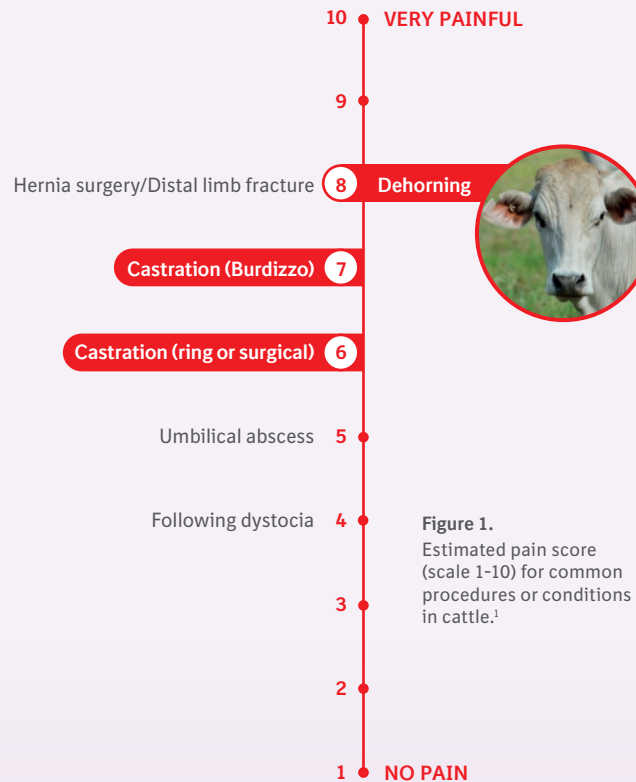


Figure 1. Estimated pain score (scale 1-10) for common procedures or conditions in cattle.¹

The pain experienced at marking is often compounded by multiple procedures taking place at the one yarding, resulting in even greater pain being felt than for a single procedure.²

CHOOSE LONG-LASTING PAIN RELIEF

Research has shown that acute pain from dehorning may last for 24 hours or more after the event.³ Local anaesthetic typically only lasts 2-3 hours and calves can show significant pain as the local anaesthetic wears off. For best results, pain relief should outlast the acute pain period.

CONSULT WITH YOUR VET ABOUT PAIN RELIEF OPTIONS FOR YOUR CATTLE

The Australian Beef Sustainability Framework states that industry “is committed to the pursuit of non-invasive replacements for on-farm surgical procedures as part of responsible management practices and in the interim, aspires to 100% use of pain relief for those procedures by 2023”.⁴

