



## Don't leave food safety to chance

Dairy producers are proud to raise animals that feed the world. But food safety risks are always lurking, so producers must work tirelessly to continue the dairy industry's strong track record. One of today's growing risks is *Salmonella* on dairy operations. A U.S. Department of Agriculture study found that salmonellosis has nearly doubled in dairy herds, with twice the incidence in dairy cows since 1996.<sup>1</sup>

"Healthy animals translate to healthy food, and ignoring *Salmonella* would be a gamble," said Gary Neubauer, DVM, Zoetis. "Since *Salmonella* is a significant foodborne pathogen that could contaminate milk and meat, producers need to combat the infections with the best tools available."

The 2,500 known *Salmonella* serotypes are resilient enough to survive in many environments. *Salmonella* causes the illness salmonellosis in dairy cattle, detrimentally affecting cattle health and food safety.

While proper food preparation can help eliminate the effects of *Salmonella* for humans, producers can help prevent *Salmonella* on the dairy. Here are ways Dr. Neubauer suggests to keep your dairy healthy:

- **On-farm biosecurity** is paramount to keeping food safe. Ask visitors to sign in before exploring the dairy. Provide a sanitization protocol for anyone in contact with feed or cattle.
- **Clean hands, clothes and boots** for workers and visitors alike can help slow the spread of *Salmonella*. Evaluate hand-wash and boot-sanitization stations around your farm and office, and consider whether you have enough of them at the right locations.
- **Birds, rodents and other pests** can spread *Salmonella*. Do your best to eliminate these nuisances from contact with feed, water and animal housing areas.
- **Limit buildup of manure** in the holding pen and alleyways by scraping or flushing these areas regularly.
- **Herd expansions**, including the purchase of just one animal, heighten the risk of contracting *Salmonella* and other diseases. Carefully evaluate the source herd's disease status. Take *Salmonella* cultures on purchased cattle when possible. Ensure new acquisitions are transported using clean equipment. Use a quarantine area to monitor new animals before mixing them with the herd.
- **Proper colostrum management** will help prevent the spread of *Salmonella*. Don't pool colostrum from several cows to use for feeding calves. Clean and sanitize bottles and other calf feeding equipment to keep pathogen levels low. Use potassium sorbate, on-farm pasteurization or colostrum replacer to nullify the problem bacteria.
- **Vaccinate** the entire herd at dry off using SALMONELLA NEWPORT BACTERIAL EXTRACT VACCINE\* with SRP® technology to help control the disease and control the shedding of *Salmonella* Newport.

- **Always follow sanitization procedures** outlined in the [Pasteurized Milk Ordinance](#) and the [National Beef Quality Assurance program](#). Understanding these laws and guidelines will not only allow you to minimize *Salmonella* risk but also help secure your dairy from experiencing many other hazards.

“No herd is completely safe from *Salmonella*,” Dr. Neubauer said. “The stress and financial drain associated with a severe outbreak isn’t worth leaving to fate.”

Take advantage of the tips provided at [SalmonellaRisk.com](#) to identify your farm’s risk factors. Discuss the results with your veterinarian to create your farm’s *Salmonella* prevention plan and vaccination protocol.

### **About Zoetis**

[Zoetis](#) (zō-EH-tis) is the leading animal health company, dedicated to supporting its customers and their businesses. Building on a 60-year history as the animal health business of Pfizer, Zoetis discovers, develops, manufactures and markets veterinary vaccines and medicines, complemented by diagnostic products and genetic tests and supported by a range of services. In 2012, the company generated annual revenues of \$4.3 billion. With approximately 9,300 employees worldwide at the beginning of 2013, Zoetis has a local presence in approximately 70 countries, including 29 manufacturing facilities in 11 countries. Its products serve veterinarians, livestock producers and people who raise and care for farm and companion animals in 120 countries. For more information on the company, visit [www.zoetisUS.com](#).

Zoetis is the proud sponsor with the Smithsonian Institution Traveling Exhibitions and the American Veterinary Medical Association of the mobile educational exhibit *Animal Connections: Our Journey Together*. Families visiting the exhibit will explore the vast bonds between people and animals and learn about the important role veterinarians play in protecting animal and human health. For more information, visit <http://www.zoetis.com/animal-connections-tour/>.

For more information, contact:

Becky Lambert  
Zoetis  
973-822-7227  
[rebecca.lambert@zoetis.com](mailto:rebecca.lambert@zoetis.com)

Kristina Hopkins  
Bader Rutter & Associates  
262-938-5577  
[khopkins@bader-rutter.com](mailto:khopkins@bader-rutter.com)

###

<sup>1</sup> National Animal Health Monitoring System. *Salmonella* and *Campylobacter* on U.S. Dairy Operations, 1996 – 2007. *APHIS Info Sheet*, July 2009, #562.0709.

\*This product license is conditional. Efficacy and potency test studies are in progress.

All trademarks are the property of Zoetis Inc., its affiliates and/or its licensors. All other trademarks are the property of their respective owners. ©2013 Zoetis Inc. All rights reserved. SRP13044

Zoetis Inc. • 100 Campus Drive • Florham Park, NJ • 07932  
888-ZOETIS1 • [www.zoetisUS.com](http://www.zoetisUS.com) • [Unsubscribe](#)