



**Give Every Cow A Fresh Start**  
with Pfizer's (Zoetis) complete line of dairy management products

### ***The Fresh Start Protocol Entails***

#### **Triple Protection**

The Fresh Start Triple Protection Protocol includes:

##### **Three Products**

- 1. Enviracor J-5**, 3 doses of vaccine given as follows;  
1<sup>st</sup> dose at 7 months of gestation  
2<sup>nd</sup> dose at 8 months of gestation  
3<sup>rd</sup> dose within 2 weeks following calving

##### **2. A Pfizer dry cow antibiotic treatment**

##### **3. Orbeseal at dry off**

- Cows enter the protocol at 7 months of gestation when they receive first dose of Enviracor
- Pfizer will cover the cost of milk culture for each clinical mastitis occurring before 60 days in milk
- \$100.00 towards treatment when E.coli is isolated on culture

#### **Double Protection**

The Fresh Start Double Protection Protocol includes:

##### **Two Products**

##### **1. A Pfizer dry cow antibiotic treatment**

##### **2. Orbeseal at dry off**

- Cows enter the protocol at 7 months of gestation when they receive antibiotic therapy for dry cow and internal teat sealant
- Pfizer will cover the cost of milk culture for each clinical mastitis occurring before 60 days in milk

##### **Tips to ensure a high quality sample for culture**

1. Thoroughly clean hands or wear clean milking gloves, clean quarter(s) to be sampled.
2. Wipe teat end with alcohol wipe.
3. Collect sample(s) to be cultured in sterile culture tubes. Label with farm and cow ID.
4. If sample cannot be dropped off within 12 hours freeze, otherwise keep in fridge until drop off.
5. Samples are cultured at Kirkton Vet Clinic and results are given in 24 hrs.

**See your herd health veterinarian for further inquires and to enroll in the Fresh Start Program.  
If you do not have regularly scheduled herd health visits and wish to enroll please call the office at  
519-229-8911**