



**WORLD ASSOCIATION FOR BUIATRICS  
WELT-GESELLSCHAFT FÜR BUIATRIK  
SOCIÉTÉ MONDIALE DE BUIATRIE  
ASOCIACIÓN MUNDIAL DE BUIATRIA**

*www.buiatrics.com*

## **Newsletter 1 – 2014**

### **AABP Releases “Constructing a Value Proposition” Webinar**

*First in a four-part webinar series, this information is designed to help bovine practitioners identify and market the value of their practices.*

The American Association of Bovine Practitioners (AABP) has released the first in a four-part webinar series for bovine practices designed to help veterinarians understand what the “value proposition” is of their practice and services, and how to market that to clients.

The 16-minute webinar, “Constructing a Value Proposition”, was developed by the AABP Veterinary Sustainability Committee. Committee Project Leader David Welch, VMD, MBA, Berlin, Penn., says in June 2013, business consultant Dick Lewis introduced the committee to the topic of the value proposition and how it might be applied to veterinary practice. “Value proposition tables are utilized in sales to help organize services based on the promise of value to be received by the client,” Welch explains. “Organizing and viewing a veterinarian's service offerings from the perspective of the client and placing various services in categories of sophistication help us to think more strategically about our services.”

Though the value proposition information in the webinar can be used in any type of practice, for demonstration purposes a dairy practice was used as an example. “Many practices would benefit from looking objectively at their various services from the client's viewpoint,” Welch says.

Upcoming webinars in the Value Proposition Series will focus on developing a partial budget, marketing the value proposition and measuring the impact of the value proposition on a practice, respectively. The purpose of the entire series is to provide a tool that practices can use to revitalize their service offerings, provide services that clients will value and improve the efficiency and performance of the individual practice. “Webinar 1 is the starting point and lays the foundation for the initial discussion and for subsequent webinars to build upon,” Welch says.

AABP's Veterinary Practice Sustainability Committee strongly encourages all practices to use the webinars as a starting point to engage all practice stakeholders (owners, managers, clinicians, associates and support staff). “AABP offers these webinars free of charge to members,” Welch adds. “Implementing them may change the value of your practice offerings, and the value of your future.”

AABP members can access this and future webinars for free by logging in at [www.aabp.org](http://www.aabp.org), then click on Resources and Webinar Series. Non-members wishing to view the webinar can find it online at the Kansas State University Beef Cattle Institute website at [www.animalcaretraining.org/vps](http://www.animalcaretraining.org/vps). For non-members, the cost is \$50 per webinar.

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## **Prudent Use of Antibiotics**

One, and probably the best way to control the occurrence of multi resistant bacteria in humans (and animals) is a world-wide reduction of the use of antibiotics. „The Swiss Veterinary Association for Health of Ruminants“ is increasingly criticized by different groups (doctors in human medicine, meat consumers, label-food distributors etc.) for failing to restrain effectively the light handed administration of antibiotics in veterinary practice.

On the other hand the veterinary profession is obliged to prevent and heal infectious diseases in order to comply with animal protection legislation.

A politically well accepted market idea is the production of veal under restricted use of antibiotics or even without antibiotic altogether. However, for us vets in farm animal practice it is hard to see how farmers could achieve this respectable goal without simultaneously altering a number of other usages like selective breeding, transport methods, transport ways, re-grouping, feeding, stabling etc. and a general prevention by vaccination.

If you start reducing antimicrobial mass therapy in veal production without changing anything else, you will cause considerable suffering in animals that may be affected by pneumonia and/or diarrhoea. Without altered breeding and feeding methods, transportation rules and structures in existing farm houses many calves might not survive. Therefore, only reducing the yearly amount of prescribed antibiotics will cause increased losses in animals, and the legislation on animal protection will become a farce.

Considerate use of antibiotics is a worth, while goal for all of us. But in isolation it cannot solve the existing problems in meat production.

SVW/ASSR Switzerland, Feb. 2, 2014

Andres Brändli

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# New science, new practices

International Cow Fertility Conference

Castlecourt Hotel

Westport, Mayo, Ireland

Sunday 18 - Wednesday 21 May 2014



## Helping to tackle the major challenge facing farmers and animal health professionals around the world

Effective reproduction of dairy and beef cattle is critical to global food production and the economic success of cattle farms.

With the average dairy and beef cow surviving only three to five lactations respectively, good fertility is the major challenge facing farmers and animal health professionals around the world.

This international event will address the issues that will enable the improvement of cow fertility in beef and milk herds whilst maintaining animal health and welfare.

Bringing together world experts, the conference will explore the role of nutrition, management, genetics, disease and new technologies in improving cow fertility.

A series of workshops will also look at the practical side of fertility, including uterine health, superovulation and embryo transfer, the breeding bull, dry period nutrition, synchronisation and programmes for identifying and monitoring herd fertility.

18 - 21 May 2014

Put the date in your diary now!



Offers for oral and poster presentations welcome



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For any scientific issues contact [michael.diskin@teagasc.ie](mailto:michael.diskin@teagasc.ie)

BSAS, PO Box 3, Penicuik, Midlothian, Scotland. Tel: +44 (0) 131 650 8784 Email: [bsas@bsas.org.uk](mailto:bsas@bsas.org.uk)



***XLII Uruguayan Buiatrics Congress***  
**June 5-6, 2013. Paysandú-Uruguay**

**Venue:** Egeo Convention Center, Artigas Blvd. and 31<sup>o</sup> Street, Paysandú.

**Symposium and Lecturers**

**Symposium of Clinics and Pathology:**

DVM. (PhD) Franklin Riet (Brazil)

DVM. (PhD) Francisco Uzal (USA)

**Symposium on Dairy Production:**

DVM. Hernan Ré (Argentina)

Ing. Agr. (MSc) Ramiro Zanoniani  
(Uruguay)

DVM. (PhD) Cecilia Cajarville  
(Uruguay)

**Symposium on Animal Welfare:**

DVM. (MSc) Stella Huertas (Uruguay)

Ing. Agr. (PhD) Marcia del Campo  
(Uruguay)

**Symposium on Reproduction:**

DVM. (PhD) Marcelo Martínez (New  
Zealand)

DVM. (PhD) Otto Szenci (Hungary)

**Symposium on Meat Production:**

Ing. Agr. (PhD) Alvaro Simeone  
(Uruguay)

DVM. Emilio Machado (Uruguay)

Ing. Agr. (MSc) Eduardo Blasina  
(Uruguay)

**Symposium on Animal Health:**

DVM.(PhD) Colin Mackintosh (New  
Zealand)



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**Symposium on Ovine Production:**

DVM. (MSc) Alejandro Gibbons

(Argentina)

Ing. Agr. (PhD) Raúl Ponzoni

(Uruguay)

DVM. Pablo Marinho (Uruguay)

**Symposium on Cattle Surgery:**

DVM. Gustavo Rivas (Uruguay)

DVM. Roberto Acuña (Uruguay)

**Registration fees**

<b>Fees up to 04/30/2014</b>	<b>Fees up to 05/20/2014</b>	<b>During Congress</b>
<b>All Congress</b>	<b>All Congress</b>	<b>Two Days</b>
SMVU Member* U\$S 160	SMVU Member* U\$S 185	SMVU Member* U\$S 230
No member U\$S 180	No member U\$S 230	No member U\$S 260
Students U\$S 110	Students U\$S 135	Students U\$S 160
		<b>One Day</b>
		SMVU Member* U\$S 130
		No member U\$S 150
		Students U\$S 90

\*Uruguayan Veterinary Medicine Society

**Poster submission and instructions**Through the web site: <http://www.buiatriapaysandu.uy>Submission deadline: **April 2<sup>th</sup>, 2014.**For more information go to our web-site or write to the\_e-mail [buiatria2014@adinet.com.uy](mailto:buiatria2014@adinet.com.uy)

Yours faithfully,

*Organizer Committee of XLI Uruguayan Buiatrics Congress*

President: Dr. Rodolfo Rivero

Vice – President: Dr. Leonardo Franco

Secretary: Dr. Sergio Fierro

Treasurer: Dr. Agustín Álvarez.



## International and National Buiatrics Congresses

<b>Japan</b>	Japanese Society of Farm Animal Veterinary Medicine	<a href="http://jvma2014.umin.jp/">http://jvma2014.umin.jp/</a>	<p><b>Date:</b> February 21-23, 2014</p> <p><b>Site:</b> Chiba, Japan</p> <p><b>Subject:</b> Annual Conference of Japanese Society of Farm Animal Veterinary Medicine, Japan Veterinary Medical Association</p>
<b>Poland</b>	Polish Association for Buiatrics	<a href="http://www.mebc-warsaw.pl">www.mebc-warsaw.pl</a>	<p><b>Date:</b> May 25-27, 2014</p> <p><b>Site:</b> Warsaw, Poland</p> <p><b>Subject:</b> XIV Middle-European Buiatrics Congress</p> <p><b>Name of the organisations:</b> Polish Association for Buiatrics</p>
<b>Spain</b>	Asociación Nacional de Especialistas en Medicina Bovina (ANEMBE)	<a href="http://www.anembe.com">www.anembe.com</a>	<p><b>Date:</b> June 25-27, 2014</p> <p><b>Site:</b> Oviedo, Spain</p> <p><b>Subject:</b> XIX ANEMBE International Congress</p> <p><b>Name of the organisations:</b> Asociación Nacional de Especialistas en Medicina Bovina (ANEMBE)</p>
<b>Australia</b>	Australian Association of Cattle Veterinarians	<a href="http://www.wbc2014.com">www.wbc2014.com</a>	<p><b>Date:</b> July 27- August 1, 2014</p> <p><b>Site:</b> Cairns, Australia</p> <p><b>Subject:</b> XXVIII World Buiatrics Congress</p> <p><b>Name of the organisations:</b> Australian Association of Cattle Veterinarians</p>
<b>Peru</b>	Peruvian Buiatrics Society	<a href="http://www.buiatria-peru.org">www.buiatria-peru.org</a>	<p><b>Date:</b> August 21-22, 2014</p> <p><b>Site:</b> Trujillo, Peru</p> <p><b>Subject:</b> 5th Jornadas Peruanas de Buiatría</p>

			<p><i>Name of the organisations:</i> Peruvian Buiatrics Society</p>
<b>USA</b>	American Association of Bovine Practitioners	<a href="http://www.aabp.org">www.aabp.org</a>	<p><b>Date: September 18-20, 2014</b>  <i>Site:</i> Albuquerque, New Mexico  <i>Subject:</i> 47th Annual AABP Conference  <i>Name of the organisations:</i>  American Association of Bovine Practitioners</p>
<b>United Kingdom</b>	British Cattle Veterinary Association	<a href="http://www.bcva.org.uk">www.bcva.org.uk</a>	<p><b>Date: October 16-18, 2014</b>  <i>Site:</i> Hinckley Island Hotel, Leicestershire  <i>Subject:</i> BCVA Congress 2014  <i>Name of the organisations:</i>  British Cattle Veterinary Association</p>