

TIME TO VACCINATE

ADDRESSING BARRIERS TO VACCINATION

FARMERS TODAY FACE GROWING CONCERNS FROM CONSUMERS, RETAILERS AND FOOD PROCESSORS ABOUT FOOD SAFETY AND PRODUCTION METHODS.

To ensure the wellbeing of their animals and the sustainable production of quality milk and beef, farmers should adapt a comprehensive approach to care.



THIS INCLUDES **VACCINATION** IN ADDITION TO



housing



nutrition



hygiene



ventilation

HOWEVER, A SURVEY OF **1,020 EUROPEAN FARMERS** REVEALED A SIGNIFICANT **LACK OF KNOWLEDGE ABOUT VACCINES.**



of farmers admit to knowing little to nothing about vaccines



of farmers who vaccinate plan to continue



1 in 5 farmers are unlikely to start a vaccination program

MISPERCEPTIONS MAY INFLUENCE A **FARMER'S DECISION TO VACCINATE**, INCLUDING:



WHEN INCLUDED IN A **FARMER'S PREVENTIVE CARE PLAN**, VACCINATION CAN IMPROVE:



Animal health and welfare



Herd productivity



Herd immunity



Farm profits

...AND DECREASE:



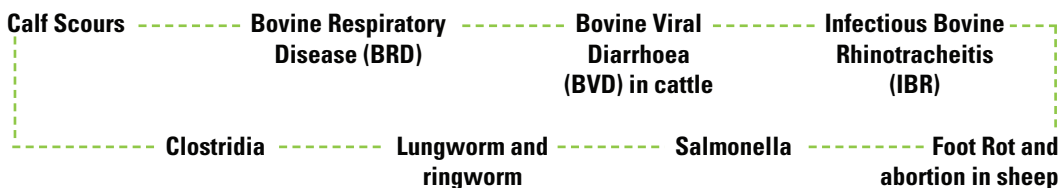
Disease spread



Animal healthcare costs

HEALTHY ANIMALS ARE IMPORTANT FOR FARMERS AND CONSUMERS.

Many cattle diseases can be prevented with the protection that vaccination offers.



TIME TO VACCINATE is an initiative intended to provide farmers with information and shared experiences about vaccination as a preventive tool. **TIME TO VACCINATE** connects farmers who have already adopted vaccination with farmers who want to learn more about how it can improve productivity and animal health.

Learn more at

www.TimeToVaccinate.com

