



INITIATIVE: From left, Kerrie Winstanley, XLVets; Gemma Ayre, farm brand manager, XLVets; Joanne Sharpe, marketing and communications manager, XLVets; Roddy Webster, Merial Animal Health, sponsor; and Kate Silverton, awards host

Vets show they have the initiative

A NATIONAL initiative, developed by XLVets member practices, has scooped a top industry marketing award at the Veterinary Marketing Association (VMA) Awards.

The accolade was presented to XLVets for demonstrating initiative and innovation in the marketing of the 'BVD check tag' to farmers.

XLVets is delighted to have been awarded the Practice Marketing Award in recognition of the work undertaken by all the veterinary practices and

industry organisations, which have backed the campaign since its launch in 2014.

"The 'BVD check tag' campaign focuses on one simple message – identify persistently-infected (PI) animals and remove them from your herd. It offers farmers a simple, cost-effective and practical method of testing for BVD, backed up with veterinary support from practices on board with the scheme," said Stuart Gough, of XLVets Calwetton Veterinary Group.

To add value to the testing, a national web-based database was developed.

"The new database is central to the 'BVD check tag' initiative that uses branded white ear tags as part of a BVD status testing procedure," said Stuart. "The white tags show that an animal has been tested for BVD and provides an easily identifiable prompt for calf buyers to check test results online before purchase."

For more information, visit bvdfree.co.uk or call XLVets on 01228 711788.