

# Learning engaging skills

**YOUNG vets from Somerset and Wales made the most of a cattle reproduction training day in Somerset.**

The event was part of Ceva Animal Health's reprodAction Young Vet Initiative.

The training was led by Shepton Veterinary Group director Paddy Gordon (pictured), who deals with routine fertility in herds from 100 to 1,000 cows.

The focus for the day was how to engage with farmers more effectively on dairy herd fertility. The 24 delegates enjoyed interactive workshops and discussion groups as well as role play to better understand the client's perspective.

Mr Gordon said: "When vets talk to farmers about fertility we often make it too complicated because we know the subject inside out. The intention of the training was to demonstrate how we can

communicate in a more straightforward way to explain why better fertility means better milk production. The goal is to help deliver the number of calves the farmer needs to achieve the required number of pregnancies to consistently replenish the herd with fresh calvers.

"This can be achieved with the technical skills and know-how of vets, coupled with Ceva's fertility products and synchronisation regimes."

The reprodAction Young Vet Initiative is open to recently qualified vets keen to improve their knowledge of reproduction. The scheme includes Ceva-sponsored cattle fertility courses and support for dissemination programmes.

Potential candidates for the initiative can apply via a Ceva territory manager or telephone Ceva Animal Health's technical team on 01494 781510.

