

TRANSCRIPT OF VIDEO TESTIMONIAL

MARCELO LOCATELLI
Veterinarian
Suinocultura Locatelli
Brazil

We have adopted VIVAX* in our company, in an attempt to attend to the needs of the modern consumer who is concerned about animal welfare and also to lower production costs and to improve profits through meat and carcass yield.

We have seen evidence of VIVAX benefits since the very first day it was implemented. In the farrowing we saw an improvement in daily weight gain; in the “nursery” we have noticed a better development; and in fattening period a better animal development, higher daily weight gain, a much better feed efficiency and we also identified higher lean meat amount in the slaughterhouse for some special cuts.

What we evaluated and observed about the outcome of the use of VIVAX was very positive, since there is a cost-benefit relation of 2 to 1.

The support offered by Pfizer [Animal Health] to our company for the implementation of VIVAX started with the demonstration of the product, its functions and utilization. Then they showed us how to apply this technology, data collected, control worksheets; how to organize batches and the animals' vaccination programmes as well as the timescale for animal slaughter liberation, so it was a comprehensive and complete support.

I can see that VIVAX will have a big impact on pig production worldwide due to firstly animal welfare. Secondly, a reduction in production costs, and thirdly an increase in the quality and quantity of meat to the final consumer. Not to mention that VIVAX offers traceability to all swine production units using the product and pigs sold.

The advantages brought by VIVAX were enormous, in all points of the production chain, from the birth of the animals in the reduction of labour costs, in the decrease of antibiotic usage, which also reduced costs, heavier animals being slaughtered at an earlier age, lower production costs, not to mention animal welfare issues, which provided us with a lot of advantages.

* Originally introduced in 1998 as IMPROVAC®, regulatory considerations have required different names for the same product in other parts of the world. Thus, IMPROVAC may appear in other markets as VIVAX*, IMPROVEST® and INNOSURE®.