

IDAHO CATTLE ASSOCIATION



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Zoetis Announces Idaho Save the Range Initiative

Zoetis, an animal health company, has announced the Idaho Save the Range Initiative, an effort to protect Idaho's grazing range by bolstering the Cattle Association Legal Fund (CALF) through contributions based on product sales. From August 1, 2015 through November 10, 2016, Zoetis will contribute monetarily to CALF for each documented dose of Zoetis vaccines, implants, and EAZI breed CIDR used by Idaho cattle producers. Likewise, Zoetis will make a contribution to CALF when Idaho cattle producers utilize Dectomax, Valbazen, Lutalyse, Factrel, and anti-microbials. Each donation will be made to the CALF in the name of the producer.

Contributions to CALF will be qualified after a copy of receipts of product are submitted to the Idaho Cattle Association (ICA) office via mail at P.O. Box 15397, Boise, Idaho 83715 or electronically to dawn@idahocattle.org. ICA will tabulate total doses used and submit the tabulation and a copy of the receipts to Zoetis for corroboration.

"As a U.S.-based company, focused only on animal health, we appreciate the challenges Idaho cattle producers face every day," said Thomas Brooks, Senior Territory Business Manager Cattle/Equine. "The 'Save the Range' initiative is an opportunity for ICA members and Zoetis to work together on issues vital to their business.

"ICA is proud of the industry the organization represents. Cattle production is the backbone of Idaho's economy, and cattle producers share a legacy of environmental stewardship, natural resource conservation, and sustainability while producing a nutritious protein," added Wyatt Prescott, ICA Executive Vice President. "We are thrilled and humbled by the generosity of Zoetis Animal Health, and their commitment to preserving this industry and way of life for many years to come."

The Idaho Cattle Association works on behalf of the more than 10,000 cattle producers in the state of Idaho and has a membership of nearly 1,000 members. It is the only organization in the state that deals exclusively with the needs, interests and welfare of Idaho's cattle industry.