

# GET MORE!

h o l s t e i n w o r l d . c o m

**MORE**  
visits, views & variety

2,010,322 Two million, ten thousand, three hundred twenty-two  
**2,010,322** total visits for 2009  
That's **5,507** visitors every day

**MORE**  
friends, fans & followers



**3,122**  
Fans on facebook



**416**  
Twitter followers

**MORE**  
cows, coverage & connections

**MORE**  
for your money

customized ad packages for any budget.

At [holsteinworld.com](http://holsteinworld.com)

we promote over 2,800 cows on

more than 300 breeder websites.

**MORE**  
choice

- online classified ads
- banners
- video
- websites

**HOLSTEINWORLD**

Sarah Schmidt  
866.548.5604

Katy Johnson  
800.334.1904, ext. 242

## PRUDENT BIOSECURITY PRACTICES

*The Cattle Exchange takes Bio-Security very seriously and makes the following recommendations to all buyers of livestock. Upon purchasing your livestock be sure to transport in a clean, well-bedded trailer/truck. New livestock entering your facility should be kept segregated from animals already in the herd for at least ten days, with close inspection several times daily. We recommend that every new milking female that enters the herd be milked last and milk samples cultured before officially mixing with the existing herd. Upon calving, all fresh cows should have milk cultures screened.*

*Additionally, the Cattle Exchange recommends that further tests be performed on all cattle entering buyers' herds for BVD and John's disease. These tests are relatively inexpensive and are nothing more than prudent animal husbandry practices.*

*While precaution is taken to assure buyers' protection from infection diseases, buyers assume responsibility for all cattle purchased when gavel falls and auctioneer pronounces said animal sold. As always, we convey to prospective buyers any health risk we may be aware of prior to sale, however, buyers must take the prudent measures stated above for adequate protection.*

*Purchasing livestock can be a rewarding and exhilarating experience for everyone. The Cattle Exchange recommends that no matter where or when you buy livestock, call your herd Veterinarian and take the extra precautions above to insure your utmost security.*

***Together we can make a difference!!***