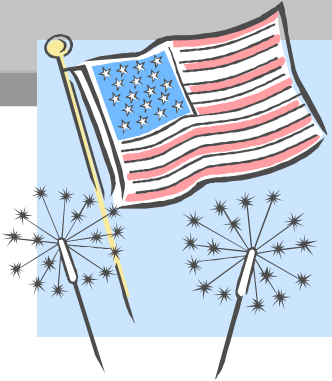


WILLOW CREEK



July-August 2008

Beef Quality Assurance

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Special Days of Interest:

July-
4th- Independence Day

Beef Quality Assurance was designed by the National Cattlemen Beef Association. Each state has its own program. Beef Quality Assurance (BQA) was designed to assist producers in raising quality beef. The purpose of the program is to protect consumer confidence in beef quality and safety. BQA programs provide education, training, verification and documentation for all beef producers.

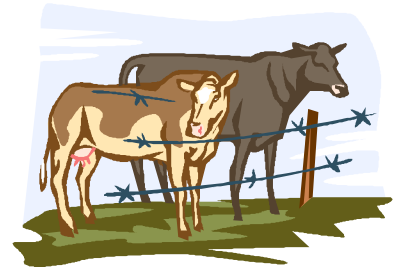
Following BQA guidelines allow for better business decisions through records, eliminates carcass defects, provides new marketing opportunities and

maintains consumer confidence.

Nebraska's BQA program focuses on six key areas: feeds, feed additives, animal treatments and injections, record keeping, husbandry practices, and carcass quality.

Partners in Nebraska's BQA program are Nebraska Cattlemen, Nebraska Veterinary Medical Association, the University of Nebraska and Nebraska's Beef Check off. The program is voluntary. Certification cost \$15 and lasts for 3 years. For more information contact Dr. Merrill or

visit the Nebraska Cattlemen website at www.nebraskacattlemen.org.



Dogs in Trucks

It is very tempting to have "Duke" jump in the back of the pick up and ride to the field, town or neighbor's house. But the sad truth is that it is a very dangerous way for your dog to ride.

Dogs falling out of the back of a truck can lead to serious injury or death. Some dogs' wounds are so severe they must be put to sleep.

When dogs are riding in the back of a pick up without being tied in, they, for whatever reason, jump out. Maybe they saw a rabbit, a cat or even another dog. Dogs do not understand what will happen if they jump out of a moving vehicle.

Please have your dog secured inside the truck. Your options from keeping your pet from jumping out include cross tying the leash, you can get a safety harness, or your best bet is to have your pet in a pet carrier. If you tie your dog in the back, make sure to tie the leash short enough so that they cannot get over the edge of the truck.

When traveling in winter, make sure your pet is protected from inclement weather. When traveling at high speeds, the winds are freezing and can freeze thin areas of tissue, such as the ears.

Come on, dogs are man's best friend. Let's treat them that way. Keep 'em safe this summer and every season to follow.



Hay Fever Season



Have you noticed there are a lot of ads on television lately for allergy relief products. If you are an allergy sufferer you know all about watery eyes, sneezing, coughing etc. that people with allergies have. You may even have experienced secondary sinus infections that required antibiotics. We call it hay fever, and the signs are brought about by histamine released from mast cells when the mast cells contact the allergen. People have a lot of mast cells in the respiratory tract, so our allergic signs are related to our respiratory system.

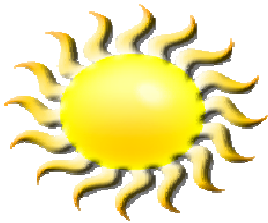
Dogs rarely have a runny nose,

sneezing or coughing, so you might think they don't have problems with allergies...but they do. Dogs have fewer mast cells in the respiratory tract than we do, and more in the skin, particularly the skin around the paws. When dogs with allergies come into contact with the pollens and molds that cause us hay fever, they get itchy skin, especially around the paws. Where we get secondary sinus infections, they get secondary skin infections.

So, if your dog is spending more time licking or chewing at the feet than normal, it may be because he or she is suffering from allergies.

Treatment for dogs with allergies is similar to treatment for humans. In mild cases we use fatty acid supplements to keep the coat in good shape. In more severe cases, we may need to add cortisone to relieve inflammation. In cases where the allergies are not controlled by these medications, or where the allergies are present most of the year, hypo sensitization (allergy shots) is often the best course of action.

If you think your pet is an allergy sufferer, call for an appointment, we can help.



Summer Overheating

The savage sun is no friend to your pets. Without even realizing it, unlike humans, most animals can't sweat to reduce body heat. Instead, dogs and cats lose heat by panting but there is a limit as to the amount of heat they can shed in this manner.

All short nosed breeds of dogs, such as Bull Dogs, Pugs and the Pekingese, are very susceptible to heat stress. Obese dogs and cats are at risk too, especially small, overweight dogs. Dogs or cats with poor circulation and dogs with any respiratory disease are also susceptible.

Many animals in gardens or back yards also suffer heat stress. Any animal tethered is at risk. If you must tether your animal, be absolutely sure that it has ample shade. If you have an animal in an enclosure, be sure that you provide shade. Kennels must be in

the shade and you should insulate the roof. Naturally, all animals need water and the bowls should always be placed in the shade. In the heat, two water bowls are needed, should one be overturned.

Extra care needs to be taken when you are out playing with your dog this summer. Try to plan outings with your pet at cooler times of the day such as in the morning or in the evenings when it is cooler out. Stop regularly to give your dog a rest and a drink, or even better a cooling swim.

At this time of year, don't leave your dog unattended in your car, even with the windows down. Many say, "But I'm only going into the shop for a liter of milk - I'll just be a minute". The 'just a minute' extends very quickly if the shop is busy or if you happen to meet a talkative friend. No matter

how healthy your dog is, it will not survive if locked in a hot car.

Heat stroke causes incredible damage. Affected animals will first show excitation, followed by loss of balance and seizures. Emergency first aid is vital and you will need to get to a vet quickly. While you are contacting your vet, cool the animal by placing it in a room temperature (not iced) water bath or by hosing it. Place the wet animal in front of the fan and apply ice packs to its head.

Even with such care, they may still die. Main thing is to be aware of the lethal potential of heat stress and to recognize the risk both for your pets and indeed for yourself. So this summer remember to have fun in the summer sun and beware of the heat.

Spay/Neuter Special

The month of August brings back the spay/neuter promotion we ran in February. Once again we will be discounting the surgery by 10% and offering a free rabies vaccination. If your pet is not due for a rabies vaccination, we will hold the credit for the vaccination on your account for up to 1 year until it is administered. Be sure to call to schedule an appointment.

Two ongoing promotions are the Frontline and TriHeart

specials.

Frontline is a monthly topical preventative for dogs against fleas and ticks. Frontline will give you a free dose with the purchase of 6 doses. That is up to a \$14 savings!

TriHeart is a once a month pill for dogs for the prevention of heartworms. TriHeart gives a \$5 rebate with the purchase of 12 doses (a 1 year supply). When you make your purchase, be sure to ask for your rebate coupon. Just mail in the coupon, your

invoice and the UPC code off your boxes and you will receive the \$5 rebate check in the mail.

For preventing fleas and ear mites in felines, we carry Revolution. It is available to purchase in single doses or in a box of 3. Each dose treats for 30 days.

Stop at the clinic with any questions you may have and pick up protection for your pet soon.



True or False??

True or False: A dog must go through at least one heat cycle before she's spayed? False—The fact is that spaying a dog before she's fully grown has no effect on her physical or mental maturity.

Also, the more heat cycles or pregnancies a dog has, the more likely she is to develop breast cancer.

True or False: Spaying or neutering makes a dog or cat get fat. False—

While some animals do gain weight after surgery, this has less to do with hormones and metabolism than with decreased activity, since the animals are less likely to be roaming. The important thing is to provide a good, balanced diet, limit treats, and encourage regular exercise.

True or False: A neutered dog won't be a good watch dog. False—

Neutering a dog has no effect on how protective he is, but does tend to

make them less aggressive toward other dogs and people. He'll still "sound the alarm" but is less likely to go out of his way to attack something or someone outside his own territory.

True or False: Spaying and neutering my pets can actually save me money.

TRUE!—By neutering your dogs and cats, you can save yourself money over the long run in vet bills. Since they're less likely to be getting into fights, you're less likely to be paying for stitches, antibiotics, abscess draining, etc., not to mention the emotional cost of losing a beloved pet who gets lost or hit on the highway. A caesarian section costs much more than a simple spay procedure, and don't forget about having to feed, vaccinate and find homes for all those puppies and kittens! Also, many communities require a higher licensing fee for unaltered pets.

True or False: Spaying and neutering makes dogs and cats better pets.

TRUE!—Neutered dogs and cats are much less likely to urinate in the house to mark territory. Non-neutered tomcats have a very pungent odor to their urine, whether they use a litter box or not. When pets are spayed, you eliminate the heat cycle, with all its annoyances (spotting blood on the carpet, attracting all the neighborhood male dogs into the yard, and yowling all night in the case of cats).

So there you have it. There are lots of advantages, and few, if any, disadvantages, to spaying or neutering your pets. This area has a tremendous problem with pet overpopulation. Remember that spaying and neutering are the only foolproof methods of birth control for your pets.

Animal Trivia

**A Holstein's spots are like a fingerprint or a snowflake. No 2 cows have the same pattern of spots.

**A single little brown bat can catch 1,200 mosquitoes-sized insects in just 1 hour.

**Catfish have 100,000 taste buds.

**Dragonflies are one of the fastest insects, flying 50 to 60 mph.

**Infant beavers are called kittens.

**Large kangaroos cover more than 30 ft with each jump.

**Moles are able to tunnel through 300 feet of earth a day.

**Rats can't throw up.

**Tapeworms can range in size from about 0.04 inch to more than 50 feet in length.

**The blood of mammals is red, the blood of insects is yellow, and the blood of lobsters is blue.

**The cheetah is the only cat in the world that can't retract its claws.

**The poisonous copperhead snake smells like fresh cut cucumbers.

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BQA Meeting a Success

Willow Creek Veterinary Services held a Beef Quality Assurance certification meeting on Saturday, June 7. The meeting was a success with several producers in attendance, nice weather and good food. An injection site lesion demonstration started off the meeting. Producers had the opportunity to see the muscle damage that is created when injections are given improperly.

Following the demonstration, Dr. Gale Grotelueschen with Pfizer gave a presentation on syringe care and vaccine handling. Supper was served at Taylor's Bar and Grill. The meeting concluded with certification training provided by Dr. Merrill. Pfizer Animal Health helped sponsor the meeting. Sara Borgelt, our local representative was instrumental in organizing the meeting. If anyone is interested in becoming certified, please contact Dr. Merrill. Another BQA meeting will be planned based on client interest.



"The only way to survive in the current economy is to diversify."