

Center for Dairy Excellence seeks Pacesetter nominations

The Center for Dairy Excellence is seeking nominations for the 2013 Pacesetter Award, which honors innovators and leaders in the industry who are working to build a positive image of Pennsylvania's dairy industry and a prosperous future for dairy.

Nominations are due by Nov. 30 and can be mailed to 2301 North Cameron Street, Harrisburg, PA 17110. Applications are available at www.centerfordairyexcellence.org. Anyone can submit nominations. Individuals, companies or organizations are eligible.

Winners will have distinguished themselves through accomplishments and/or programs that bring positive recognition to Pennsylvania's dairy industry, create positive attitudes among producers and their families and help consumers recognize that a healthy dairy industry is positive for everyone.

Recipients will be formally recognized at the Pennsylvania Dairy Summit, Feb. 6 -7, 2013. **PD**

—From Center for Dairy Excellence news release

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Haptic Cow now available internationally

Haptic Cow uses a virtual reality technology called haptics to create a 3-D virtual bovine reproductive tract that veterinary students can use to carry out virtual rectal examinations.

With most of the U.K.'s veterinary schools now Haptic Cow users, Virtualis is launching its veterinary training tool internationally.

Haptic force feedback technology has been deployed in the Haptic Cow to create a virtual bovine reproductive tract, positioned within a seemingly empty fiberglass model of the rear half of a cow. Although nothing is there, the user can clearly "feel" all the features expected in a real rectal examination.

Because the cow's organs are visible on the computer monitor, the instructor can see what the student is doing and direct their movements, something that isn't possible with a real animal.

The Haptic Cow can replicate a range of conditions at the touch of a button.

"The virtual environment of the Haptic Cow simulates the bovine reproductive tract, including models of the cervix, uterus and ovaries, with a wide range of fertility cases, pregnancies and some examples of pathology," explained Sarah Baillie of University of Bristol, who is the product's inventor.

—From Virtualis news release

Holstein Association's new herd management software

At World Dairy Expo, Oct. 2-6, Holstein Association USA introduced its Dairy Rhythms software, a comprehensive herd management system that ties together the association's database with dairy records processing by AgriTech Analytics.

Designed with a user-friendly interface, the program gives producers convenient access to not only traditional health, milk and reproduction data but also genetic, pedigree and classification information for their Holstein cattle.

Dairy Rhythms features other components of interest to registered breeders, including a module to manage embryo transfer programs.

—From Holstein Association USA news release

AMPLI-Calf, a new cool-weather calf starter

Purina Animal Nutrition LLC has introduced AMPLI-Calf Cool Weather Starter, a new seasonal formulation of AMPLI-Calf Starter intended to deliver greater results than earlier AMPLI-Calf Starter formulas.

The new product includes Propel Energy Nugget, purported to be a highly digestible and palatable energy source, and AppetiteMAKER, a patent-pending, proprietary additive meant to stimulate higher feed intake.

The company cites research showing that calves fed AMPLI-Calf Cool Weather Starter during times of cold stress had increased feed intake, enhanced early weight gains and decreased antibiotic use. (Purina Animal Nutrition Research Center data, 2011. 12-week trials compared previous formula of AMPLI-Calf Starter to AMPLI-Calf Cool Weather Starter.)

"Calves should not stop growing when the temperature drops," says Dari Brown, director of livestock young animal marketing with Purina Animal Nutrition. **PD**

—From Purina Animal Nutrition news release



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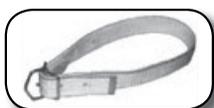
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