

eclipse®

COMBINATION POUR-ON FOR CATTLE



Tom Lawson

PROPERTY:

Yea, Victoria

MAIN FARMING ACTIVITIES:

Charolais, Red Angus and Stabilizers

SIZE OF THE ENTERPRISE:

2,000 Hectares

NUMBER OF CATTLE:

2,000



Use of a double acting pour-on has been the key.

Achieving higher prices per kilogram of beef isn't the only way cattle producers can boost farm profitability during challenging market conditions.

One local family enterprise has substantially improved earnings and lowered costs by maximising farm efficiency and productivity through working in "biological harmony" with their land and avoiding potentially counter-productive animal management practices they continue to see being used elsewhere.

"Fundamentally there seems to be a lack of awareness around productivity issues such as drench-resistance in cattle with a lot of people either over-drenching or under-drenching and suffering reduced performance as a result," explains Tom Lawson, of Paringa Livestock, a successful breeding business set on just over 2,000 hectares near Yea.

An innovative genetics-focussed operation that's working towards natural development of highly disease and parasite resistant animals, the Lawson's property typically carries about 2,000 head of cattle and 300 sheep. It's primarily a bull selling business specialising in Charolais, Red Angus and Stabilizers and the property also produces excellent sheep utilising an alliance with Focus Genetics from New Zealand.

Operated by Tom and Olivia Lawson with their sons Oscar and Monty, the prize-winning enterprise has a distinctly biological focus aimed at prevention rather than treatment 'after the horse has bolted' and seeks to maximise profits by keeping the expense of farm inputs low.

"For us it's about low cost input systems for high production, and keeping a close eye on soil balance and animal health and in particular working closely with our cattle parasite management specialist, to monitor and manage worms," Tom reveals.

The Lawsons have been fortunate in that whilst they calculate they've been spending less on drenches than many similar sized outfits in the district, they've also experienced fewer animal health problems.

Tom says his use of a double acting pour-on product has been the key.

The team at Paringa Livestock recently switched to using the latest technological advancement in cattle drenches – "ECLIPSE Combination Pour-On for Cattle" which contains two powerful actives – abamectin and levamisole in a single convenient dose.

"ECLIPSE is such a good fit with the biological focus of our business because it's highly effective at killing worms but doing it in a way that's avoiding drench resistance issues, so we won't need to be drenching nearly as much as we would with an inferior product."

Drench resistance from over drenching with ineffective chemical is the last thing you want, so we test regularly and drench as little as possible using the latest and most effective technology," Tom explains.

