

Dear Cattle Marketer, Auctioneer or Buyer:

Here is an outline of the Express Verified program and what it means to whoever buys Express Verified calves. Boehringer Ingelheim (Canada) Ltd., the maker of Express vaccines, introduced the program in February 2007. It is new to our industry and is the only program of its kind.

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(Canada) Ltd./Ltée**

**Boehringer Ingelheim
(Canada) Ltd.
Vetmedica**

Here is a brief explanation of the program:

1. Boehringer Ingelheim (Canada) Ltd. has a guarantee on Express vaccines that states that, “All calves born to cows and heifers vaccinated with Express* in advance of breeding and in compliance with label directions, will be free of BVD virus persistent infection (PI). **If such a calf is found to be persistently infected with BVD, Boehringer Ingelheim (Canada) Ltd. will reimburse the owner for the fair market value of the animal** at the time of testing.” Producers are now able to register that they have vaccinated their cows with Express, making their calves eligible for the Guarantee when they age verify their calves with the CCIA – these calves become “Express Verified”.
2. Any CCIA user will be able to identify an Express Verified calf as being covered by the Guarantee and is able to collect on it should one of these calves be found to be a PI. In short, **the Guarantee has been extended to subsequent owners of these calves.**
3. The Express Verified Program is a tool that provides cow-calf producers with a way to assure potential buyers that they are doing their part to control BVD. It is also a tool to help feedlots and/or order buyers identify groups of calves that are guaranteed BVD PI free.

Express Verified Calves Stand Out.

**For more information on Express Verified calves, talk to your veterinarian
or visit
www.expressverified.ca**

Express® is a registered trademark of Boehringer Ingelheim Vetmedica GmbH

*Express Yearling and Express 5-PHM not included.