



# CONVENIENCE PROGRAM

An early start in respiratory health  
for a more profitable life.

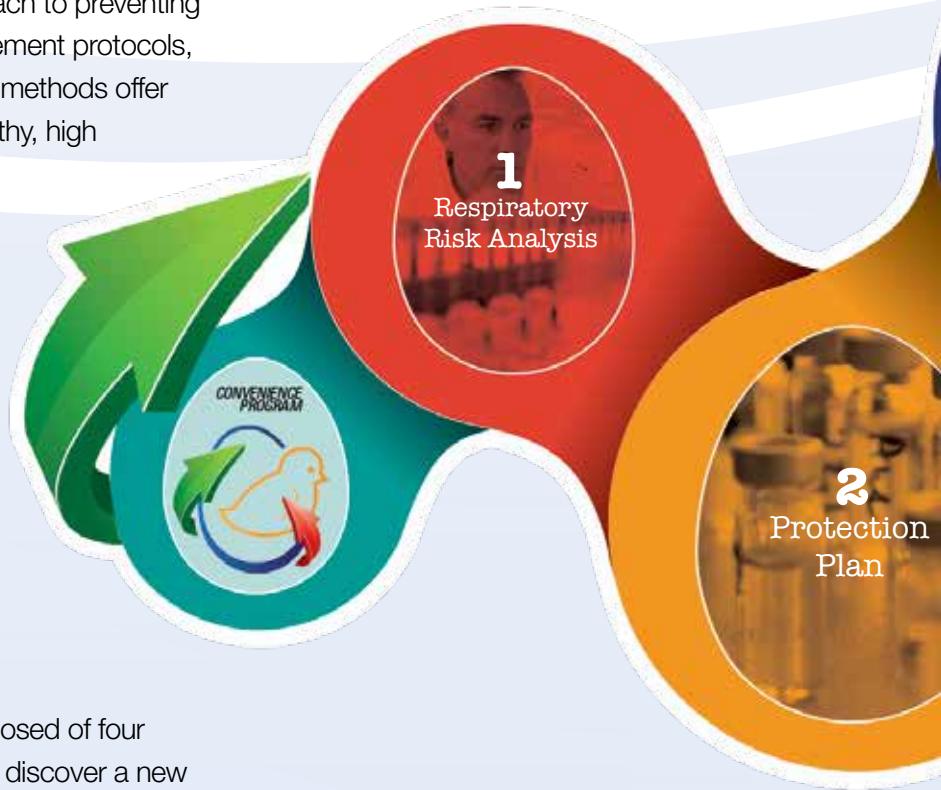
## **The Convenience Program puts our science and people to work for you**

Respiratory disease is a global threat to the health and performance of poultry flocks.

We struggle to find the best approach to preventing respiratory disease. Which management protocols, which vaccines, which vaccination methods offer the best opportunity to raise a healthy, high performing flock?

The Convenience Program from MSD Animal Health is the first “full spectrum” respiratory and performance program. It efficiently protects birds against respiratory diseases using the convenience in-hatchery approach that results in both process and performance improvements for producers.

The convenience program is composed of four different steps that will allow you to discover a new performance of your business





**3**  
Support  
Program



**4**  
Benefits

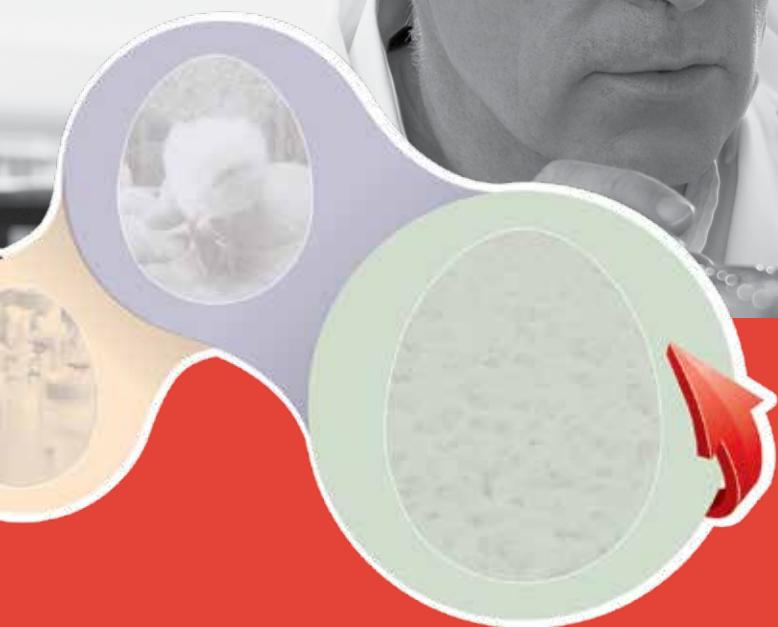


The first step towards a higher-performance flock is a thorough understanding of respiratory threats that could derail your plan. Our team of field consultants, veterinarians and laboratory technicians will help you prepare a comprehensive risk analysis.

## 1 Respiratory Risk Analysis



Our team reviews your respiratory disease history and assesses the impact of current vaccination strategy on flock uniformity and performance. History and observations are backed up by sophisticated laboratory assays performed to identify any subclinical conditions that must be controlled before they become acute.



This risk assessment features a 360° view of past, present and future respiratory threats, confirmed by laboratory and field analyses.

As flocks change, the MSD Animal Health team will review the Respiratory Risk Analysis to make sure it reflects an accurate picture of the respiratory threat to your operation. Full understanding of the risk is essential to a tailor-made plan to mitigate it.

The Convenience Program's Protection Plan provides a step by step approach to protecting your flock against respiratory disease beginning in the hatchery. The plan is written, prescriptive and comprehensive.

### **a. Management support**

The first section of the plan addresses your husbandry and flock management practices. Since the birds' vulnerability to disease is, in part, related to husbandry, the Protection Plan addresses such "environmental" factors as temperature, humidity, air quality/ventilation, litter condition and flock density. Improvements in these management areas can result in corresponding reductions in the flocks' susceptibility to respiratory disease.

### **b. Vaccination protocol custom-designed for your flock**

Next, the Protection Plan provides a detailed vaccination recommendation including specific MSD Animal Health vaccines, dosages, administration schedules and vaccination equipment. This recommendation is customized to your flock's needs, as determined by the Respiratory Risk Analysis, focusing on the hatchery application to provide the best ROI for your company.

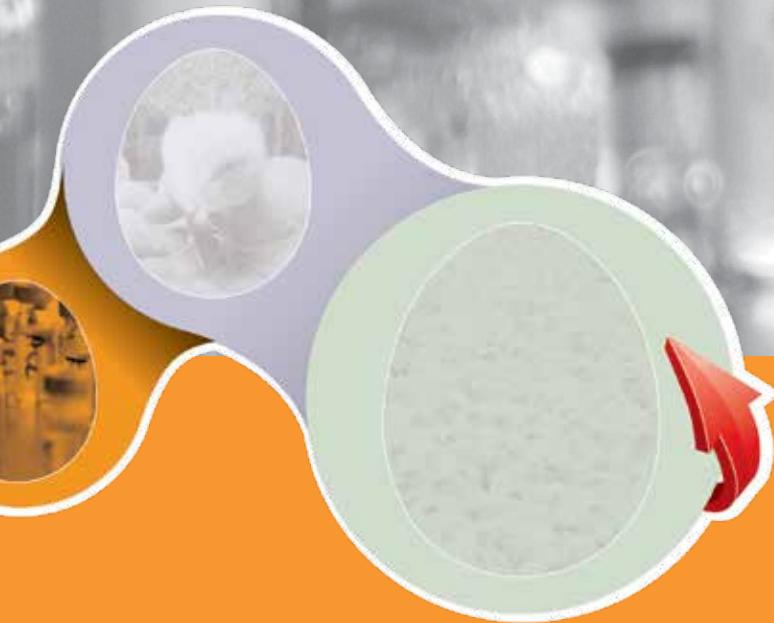
## 2 Protection Plan

MSD Animal Health respiratory vaccines are scientifically advanced to provide superior efficacy against the most likely threats to your flock and to minimize performance-robbing reactions. These advanced poultry vaccines include:

- **Protectotype<sup>®</sup> vaccines** (Nobilis IB Ma5 and IB 4-91) – These two vaccines offer solid protection not only against these two specific serotypes but, in tandem, these vaccines offer a broader spectrum of protection
- **Innovax ND** - Reaction-free recombinant vaccine for the immunization of chickens against Marek's Disease and Newcastle Disease
- **Nobilis NDC2** – Non reacting Live vaccine for the immunization of chickens against Newcastle Disease
- **Nobilis NDClone 30** – Reduced reaction live vaccine for the immunization of chickens against Newcastle Disease.
- **Innovax ILT** – Reaction-free recombinant vaccine for immunization of chickens against Marek's Disease and Infectious Laryngotracheitis, eliminating the danger of spreading ILT via chicken embryo origin live ILT vaccines
- **Nobilis Rhino CV** – Live vaccine for immunizations against Avian Rhinotracheitis

Our family of registered products differs from country to country, and the information contained herein may not be applicable in your country. Please contact your local MSD Animal Health for more information about product availability in your location





This prescriptive plan addresses flock husbandry, required vaccines and vaccination equipment.

### **c. Equipment support**

The success of the program will be increased by devices designed to work smoothly with a wide range of vaccines to increase vaccination speed, accuracy and quality

- **Spraycox II** – A highly effective spray cabinet for hatchery application of vaccines
- **Biojector 5** – Subcutaneous vaccinations of Marek's and recombinant vaccines, with single or double injection options
- **In ovo handling equipment** – helps automate and accelerate the in ovo vaccination process

**T**he Support Program is about process improvement. When processes improve, efficiency improves, repeatability improves and overall flock performance rises to the next level.

## 3 Support Program

### **a. The Origin Hatchery Process**

is essential to the Convenience Program. The Origin hatchery process is a set of detailed hatchery audits designed to assess overall program implementation. Through these audits, hatchery managers can review each step of the program, the effects, the input costs and make corrections as required with the additional advantage of having continuous reports on hatchery performance.

The Origin process also improves protection by auditing vaccine administration. The hatchery setting offers more control of the vaccination process, resulting in higher quality applications and higher speeds. The vaccine audits document quality and efficiency improvements and the performance increases that result from them.





We thoroughly train your team and deploy a global network of sophisticated technology and laboratory services to monitor your plan from hatchery to the processing plant.

### **b. Training**

Training is the critical link between improved processes and the people who execute them. MSD team will train your team to store and prepare vaccines properly, to calibrate, operate and maintain vaccination equipment and to prepare records of their activities for process auditing purposes.

### **c. On-call laboratory services**

MSD Animal Health consultants will deploy laboratory services, including cross protection studies, serological assays and genetic studies to ensure vaccines deliver the anticipated immune response. Statistical audits ensure all Flock Protection Plan elements are functioning as expected.

**S**hifting respiratory protection to the hatchery lengthens the span of time your flock is protected against respiratory disease. Increased span of protection results in lower mortality rates and improvement in your flock ROI.

**The Convenience Program** is about providing benefits; benefits for your birds, for your people and for your company. The results we are striving for – faster growth, better feed efficiency, reduced mortality, higher carcass weights, uniform carcasses and safer food are the same results you seek to help you achieve your financial goals.

**a. Benefits for your birds** – Healthier birds grow faster with fewer input costs. The Convenience Program extends respiratory protection from the hatchery to the processor so

## 4 Benefits



your flock is healthier longer. MSD Animal Health's technically advanced vaccines are engineered to provide effective protection against a wide range of respiratory disease challenges, but without reactions.

**b. Benefits for your people** – the convenience program makes your people smarter about respiratory disease protection. It should be: the convenience program improves your people knowledge about respiratory disease protection:

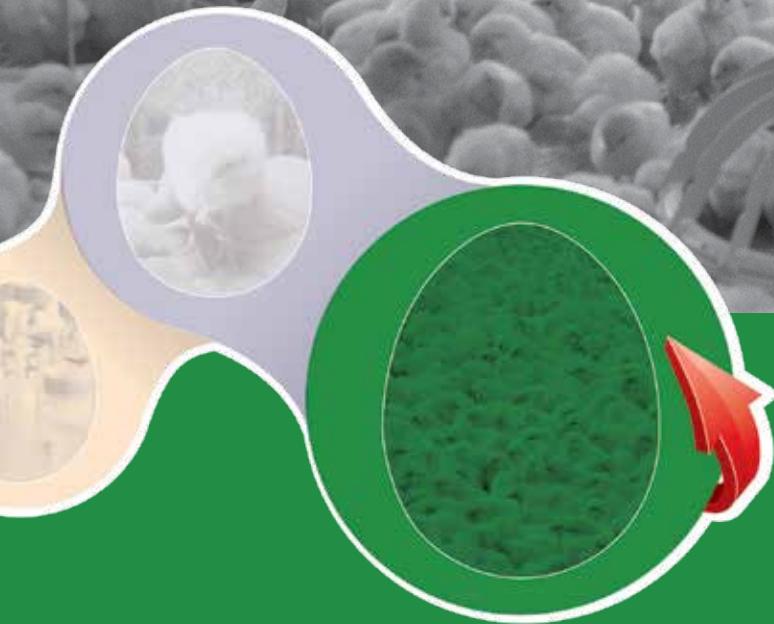
- The Respiratory Risk Analysis diagnoses the respiratory threat facing your flock.
- The Protection Plan is a comprehensive plan that outlines the steps to be taken to protect your flock against the identified threats. It details specific

vaccines to be employed, the administration method and the equipment to be used.

- The Support Plan assists your team from the hatchery to the slaughterhouse providing consultation, technical support and training. The Plan employs a network of sophisticated laboratory analyses to verify the immune response. Finally, we train your people to store, prepare and administer vaccines, the use and care of equipment and to maintain detailed records for auditing purposes.



Our program offers benefits for your flock, your support team and your company. The results we seek are healthier birds, improved knowledge and processes for your team and increased financial performance for your company.



**c. Benefits for your company** – Shifting respiratory protection to the hatchery lengthens the span of time your flock is protected against respiratory disease. Increased span of protection results in lower mortality rates and improvement in your flock ROI.

Hatchery vaccination also increases efficiency as

vaccination quality and speed increases in that controlled environment, and as combinations of vaccines can be administered at the hatchery. Increased efficiency results in less labor and lower input costs (as more birds are effectively vaccinated per dose). The Convenience Program is more than just convenience. It is process and people improvements that lead to higher performance throughout your entire operation.

**The Convenience Program.  
It's more than convenient, it's  
bottom-line effective.**



**ONLY MSD CAN PROVIDE**

All vaccine, comparative and product performance data is on file, MSD Animal Health. Please consult with your veterinary professional for full guidance on the best choice for your specific needs  
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