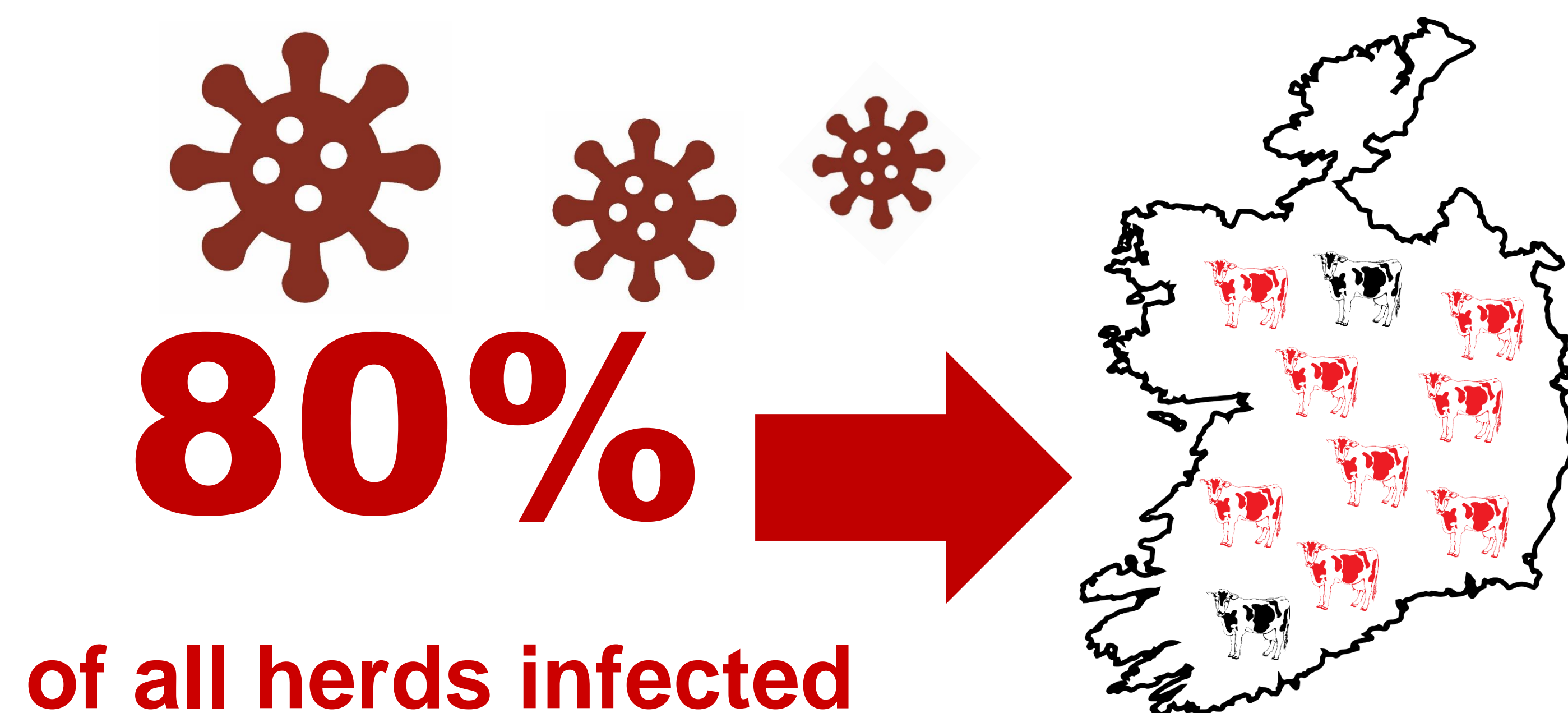


WHY control IBR?

- ✓ Improve animal welfare
- ✓ Improved profitability
Effect on milk production → €71 per cow/year
- ✓ Protect live exports
→ >300k calves exported in 2023 to date
- ✓ Contribute to sustainability (env., econ., social)

HOW widespread is IBR?

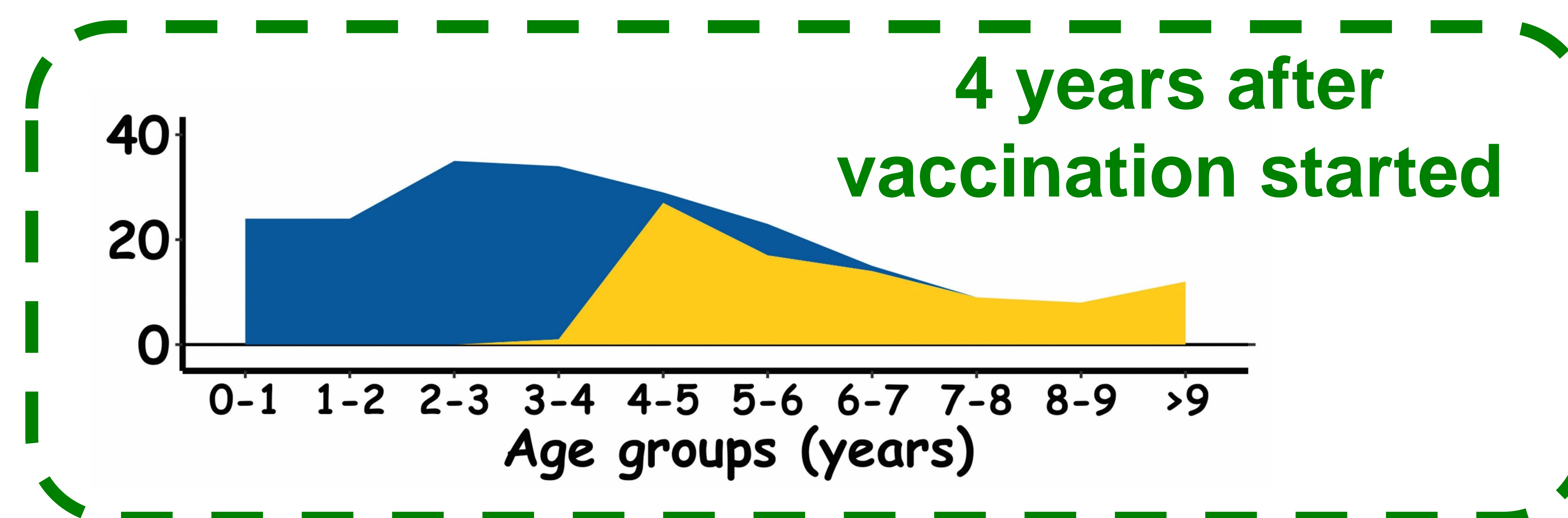
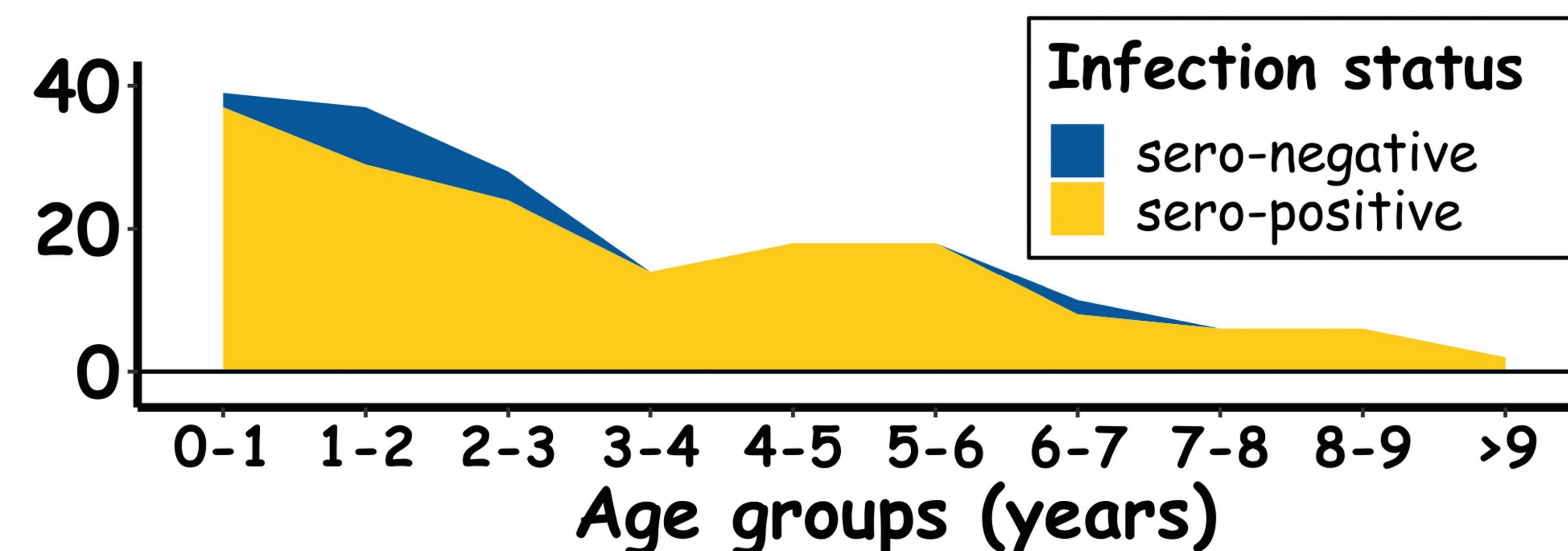


*Bulk tank milk testing
reveals infection*



WHAT can I do to prevent it?

Vaccination stops virus circulation



Take home message

Controlling IBR will improve animal health and welfare, and farm sustainability