

# LIONEL'S

VETERINARY SUPPLIES



NOV/DEC 2018

41<sup>st</sup> Edition

## *Lionel's News*

Dear Business Partner

As we are fast approaching the end of 2018, we bring you our last Newsletter for this year. In this edition our first article deals with the importance of antimicrobial drugs and how farmers can contribute to combat the impact that antimicrobial-resistance will have on future availability of this critical, limited resource by adopting good hygiene practices during their day-to-day farm operations. Our second article gives more information on the basics of feedlotting and how an operator can increase profit margins. We also included two articles on how Cogent and SexedULTRA 4M™ can aid in the expansion of a herd and increased productivity.

We also included some exceptional results obtained at the Agri-expo Livestock show held at Sandringham in October 2018. ST-Genetics and Cogent stood out in the show ring and Lionel's Veterinary supplies together with PIC RSA received the award for the best stand. We would also like to thank everyone who visited our stand at the Expo.

As always, we also included information of some of our most trusted products. You are welcome to contact our sales team if you would like to enquire about any of these advertised products.

Then we would like to give a warm welcome to all the new staff who joined our company in the past few months. We hope to have you as part of our winning team for a very long time.

***To our loyal customers – thank you for your support in 2018. We are looking forward to 2019. We wish to keep improving our customer experience in the new year and stay true to our vision to enhance the health, well-being and performance of animals by providing optimal service and innovative products to our customers. Please feel free to contact us on any articles or themes that you would like us to include in future editions of our newsletter.***

Visit our website: [WWW.LIONELSVET.CO.ZA](http://WWW.LIONELSVET.CO.ZA)

e-mail: [info@lionelsvet.co.za](mailto:info@lionelsvet.co.za) ; Tel: (021) 932 2019

# ***Farmers urged to combat spread of antimicrobial resistance***

19 NOV 2018 - [HTTP://WWW.BIZCOMMUNITY.COM/ARTICLE/196/650/184416.HTML](http://www.bizcommunity.com/article/196/650/184416.html)

*The responsible use of antimicrobial medicines is not just an issue in the human health arena. Antimicrobials are also widely used for domestic animals and on fish farms and are even dusted on crops and fruit orchards to combat infections that affect animals and plants grown for food.*



*These life-saving medicines are sometimes added routinely to feed, even when animals are already healthy, to try to stave off infections and fatten animals faster - this poses a number of problems when looking at hygiene and infection, and the extended lifespan of antimicrobials, which is a critical, limited resource. It is for this reason, that farmers should play a role in stemming the spread of antimicrobial resistance among disease-causing pathogens by adopting good hygiene practices during their day-to-day farm operations.*

*This was the message stressed by the UN's Food and Agriculture Organisation (FAO) is during World Antibiotic Awareness Week*

*Improper use of antimicrobial medicines, such as antibiotics, in both human and animal healthcare has contributed to an increase in the number of disease-causing microbes that are resistant to these treatments, developing antimicrobial resistance (AMR) which renders them useless for curing some infections.*

*This means that diseases which can affect people or animals (or both) - and which can cause serious economic damage to farmers - are more difficult, sometimes impossible, and frequently more expensive to treat.*

*"Antimicrobial resistance is a concern for all of us," said Bukar Tijani, FAO assistant director-general. "There are over seven billion consumers in the world, and food safety and quality are paramount to success in meeting many of the 17 Sustainable Development Goals."*

## **Farmers are the frontline defenders**

*"When we use antimicrobials excessively on farms, we're contributing to the spread of AMR, as resistant pathogens move into the environment through animal waste and farm runoff," said Juan Lubroth, FAO's chief veterinary officer. "They can even contaminate our food systems and market chains, moving from the fields and stables to our tables."*

*Lubroth called farmers "one of the important frontline defenders" in the battle to contain the growing threat of AMR.*

*There are three simple steps farmers can take to make a major difference, he said, and although stronger infection prevention measures take some investment, cleaner farming can also yield better profits.*

*These steps include practising good farm hygiene, getting veterinary advice before buying and using antimicrobials and comparing notes with neighbours in order to spread best practices. He also underlined the role farmers must play in demanding quality animal feed without added antibiotics or other antimicrobials.*

### **Farm Hygiene tips:**

- *Clean stalls, coops, fish tanks, and farm equipment regularly to get rid of the germs that can make animals and people sick.*
- *Wash hands and boots thoroughly before and after contact with animals and change your clothes and shoes when working with livestock*
- *Keep animal housing and outside areas clean and waste-free – clear manure and bedding often.*
- *Control who can come into contact with your animals and make sure they clean up before and after doing so.*
- *Practice the "all in, all out" approach. This means raising animals of the same age at the same time and keeping these generations of animals together at all stages of production. This makes it easier to contain waste and clean farms when they are moved and sold.*

- *Keep feed dry and stored safely away from potential sources of germs like rodents.*
- *Keep animals dry and comfortable with plenty of space. Lowering animal stress reduces their risk of infection. So, does feeding them well and making sure they have clean water.*
- *Vaccinate in consultation with your vet. Timing matters.*
- *Separate animals when they get sick to prevent disease spread and seek veterinary advice right away to get the correct diagnosis and treatment.*

## ***A growing threat***

*One person dies every minute from a drug-resistant infection, and without global action, this number will only rise. By 2050, the growing AMR threat will cost the global economy an estimated \$6 trillion dollars every year.*

*AMR also has major implications for food safety, food security and the livelihoods of millions of farming households across the planet, who can ill afford production losses, the costs of caring for sick animals, or the loss of their livestock.*

*"If we are to feed a growing population and keep antimicrobials working," said Lubroth. "We need to invest in our farmers and food production systems to shift to more sustainable agricultural practices."*

If you don't know **Virocid**<sup>®</sup>  
you're probably not from  
**around here ...**



There are 15.780.000 every day users in farming, fishing, horticulture, foodprocessing, transports, storage and hospitals. **Virocid**<sup>®</sup> is used in more than 85 countries over all 6 continents and has proven strong results against bacteria, viruses, fungi and spores. Securing the bio-safety of animals, houses, materials, buildings, vehicles and people... one could safely say **Virocid**<sup>®</sup> n°1 disinfectant in the world!



**LIONEL'S**  
VETERINARY SUPPLIES

**CID LINES**<sup>®</sup>  
*Believe in hygiene!*

# ***Growing out and fattening cattle in a feedlot***

October 2018 – Farmers Weekly

*Most cattle sold through abattoirs are feedlottd. This article looks at the Basics of feedlotting and how an operator can increase profit margins.*



*The basic principle of the feedlot is to increase as rapidly as possible the amount of meat produced by each animal.*

*The live weight and fat content considered acceptable for slaughter cattle is determined by market demand. Animals can be fed in many ways to obtain a heavier carcass with the correct amount of fat within and over muscle.*

*In South Africa the most common practices include:*

## ***Grazing on veld***

*Steers remain on the veld until they are at least two years old before reaching a suitable carcass fat content. Cows fattened on summer veld achieve a good finish fairly quickly.*

## ***Planted pastures***

*These can be used for fattening and growing out animals. Better growth rates are achieved here than on the veld. Commonly, weaners go on to annual ryegrass pasture in autumn to be market-ready by Christmas.*

## **Feedlots**

*Most cattle marketed through abattoirs come from feedlots. In an on-farm feedlot, the farmer fattens young cattle in pens or large paddocks, using bought-in or home-grown feed. The livestock can be self-produced or bought in. Commercial feedlots are the major finishers of beef. The feedlot owner, often a speculator, buys animals specifically for the feedlot. Ownership of the animals and the risk associated with feeding them becomes his responsibility.*

*In a custom feedlot, the feedlot operator does not buy in animals. Instead, the owner of the animals sends them to the feedlot for fattening and usually retains any risk involved.*

## **The Profit margins**

*Factors affecting a feedlot's profit include the price margin, feed margin, management, cost of feed, and the buying/selling price of feeders. The selling price is usually quoted as the carcass price.*

### **Price margin**

*This is the profit or loss that the feedlot makes as a result of an increase or decrease in price from the time the animal is bought (cost price) to the time it is sold (sale price). It is calculated as follows: Price margin = Initial live mass x (sale price/kg – cost price/kg)*

*The price margin includes the difference between purchase price and selling price resulting from beef price fluctuations as well as improvement in carcass quality due to feeding.*

*As the feedlot cannot control price fluctuations, it must rely on a prediction of what the price will be when stock is sold at a future date (speculation).*

*Although profit is potentially high, so is the risk, and inexperienced speculators often lose money in the process.*

*When buying livestock, most feedlots use price per kilogram liveweight in their calculations.*

*They must therefore know the dressing percentage of an animal. This varies, so feedlots base the value they use on experience and knowledge of the type of animal, combined with its body condition.*

*Lean animals have a dressing percentage of 49%, increasing to as much as 60% at a high level of finish.*

*At a fat score of 2 to 3, the mean dressing percentage varies from 54% to 56%.*

### **Feed Margin**

*This is the profit or loss made by a feedlot as a result of live mass gain in relation to cost of feed consumed. It is calculated as follows: Feed margin = Live mass gain x (sale price/kg – cost/kg gained).*

*Through good management, a feedlot can improve the margin by achieving an optimal growth rate and obtaining the best feed at the best price.*

### **Other expenses**

*These include agent's commission, slaughtering costs, condemned carcasses, transport, interest on capital, salaries of management and labour, machinery costs, mortalities and veterinary costs (disease control, medicines, vaccinations, veterinarian) and pre-treatment (growth stimulants, dipping, dosing, vaccination).*

*Feedlots can improve production profit by manipulating certain expenses, but others, such as agent's commission, are fixed.*

*Mortalities must be monitored carefully to ensure that a high loss rate does not severely limit profit. A mortality rate of 1% to 2% is normal.*

### **Feedlot profit**

*The feedlot profit margin is a function of price margin, feed margin and other expenses. Adding these three together indicates profit or loss for the period over which the calculation is made.*

*A feedlot manager should keep a close watch on feedlot profit, which is a highly sensitive measure of the efficiency of management.*

*Source: Feedlotting cattle. Retrieved from [www.kzndard.gov.za](http://www.kzndard.gov.za)*



# WESFED

— FEEDS / VOERE —

QUALITY ANIMAL NUTRITION



*Improve Animal Productivity by  
Supplementary Feeding on Pastures*

## ENERGY BLOCK

This block is an energy, mineral and trace mineral supplement for growing and producing animals on high quality pastures. These pastures normally contain sufficient protein but are lacking in energy as well as in certain minerals and trace minerals.

## STOPPELLEK 33

This block is a protein, mineral and trace mineral supplement and is specially developed for cattle and sheep which are on protein deficient pastures or are being fed roughage. Stoppellek 33 stimulates the rumen micro-organisms and thus increases the intake of dry matter.

## PHOSPHATE BLOCK

This block is a mineral supplement for sheep, lactating ewes, cattle, lactating cows and dairy heifers for the use on pastures that have a shortage of phosphorus and some trace elements. The block increases the intake and utilization of grazing and supplemental feeding, thus improving reproduction and growth of the herd.

## GAME BLOCK

This block is an additional nutrient source for game grazing on poor quality pastures. This game block has a high energy and protein content, which helps to maintain the body weight and condition of game. The health and production of the animal is also held by the excellent trace element ratios of the game block. This product contains no urea or other medication and is suitable for all game.

## DRY COW BLOCK

This block is a mineral, trace mineral and vitamin supplementation plus anionic salts for dry cows 21 days before calving. Feeding cows properly in the dry period ensures they start eating soon after calving which minimizes the risk of disturbances like ketosis and displaced abomasums.

## MAKSILAM BLOCK

This block is a protein, energy and mineral supplement which improves production and reproduction of ewes on pastures. As a result of its high bypass protein content, it stimulates udder development and subsequently increases colostrum and milk production. It also reduces lamb mortality as it prevents the occurrence of abnormally thick and viscous colostrum.



## Seasonal Calving with SexedULTRA 4M

### SexedULTRA 4M™ gives Spring calving system confidence in sexed semen

Shropshire farmer Tristan Dale and his wife Jaci manage a 320 Organic spring calving dairy herd (Field to Yield Farming) on 380 acres of land in Church Stretton. The cows are currently yielding 4,500 litres/year, and Tristan says his aim is to turn every blade of grass into milk.



The couple had 100 cows when they married nine years ago and are continuing to expand with the aid of sexed semen. This spring the farm trialed SexedULTRA 4M for the first time and have received exceptional results. “We have used Kirkby Premier and Ribblesmount Beaumont sexed this time and have achieved a conception rate of 62% which we’re delighted with!” says Tristan.

The cows calve over an eight-week period starting in mid-February, with 80% calving in the first three weeks. The SexedULTRA4M used at Hatton Farm began to be served 10 days before the calving block with no voluntary waiting period, and all animals served as early as 3 weeks calved. “Inseminating 10 days before the calving block is crucial for us. We are able to easily manage groups of calves that are the same age and are filling our shed full of heifer calves faster!” says Tristan.





By using SexedULTRA 4M on the very best cows in the herd and beef semen on the remainder, Tristan is producing enough heifer replacements needed, whilst also having an additional source of income through the sale of his Aberdeen Angus X calves. All calves are sold privately, online through SellMyLivestock.com or through the local cattle auction of which they receive top prices. The farm is currently breeding a Jersey x Friesian cow with an aim for  $\frac{1}{4}$  Jersey and  $\frac{3}{4}$  Friesian. "This gives us a more fertile, stronger animal, and improves longevity in the herd. It also improves milk solids" says Tristan. Angus beef is AI'd to the rest of the herd including Rawburn Enigmatic, and the rest swept up with Angus stock bulls on farm.



*Left: Cogent Breeding Advisor - Nathan Jones*

*Right: Tristan and Jaci*

Tristan developed complete confidence with the SexedULTRA 4M product and has decided to use 100% sexed next year. "This year we trialed the product on milking cows, and this has given us the confidence needed to use on maiden heifers next year. We are very pleased with how 4M has performed in our system and wouldn't want to go back, we have got more cows in calf whilst producing enough replacements needed for the herd, a necessity for our spring calving block system."



For more information on SexedULTRA 4M contact your local Cogent Breeding Advisor: JD Marais @ 076 638 8609 or visit [www.cogentuk.com/sexed-ultra](http://www.cogentuk.com/sexed-ultra)

# SEXEDULTRA 4M® ACCELERATES EXPANSION IN IRISH DAIRY HERD

*An increasing number of dairy producers are implementing a combined approach to breeding that involves the use of sexed semen on the very best cows in the herd and beef semen on the remainder. This approach aims to ensure that sufficient heifer replacements are produced, whilst an additional source of income is generated through the sale of beef x dairy calves.*

*The Lyons family are one of many producers who are reaping the benefits of using a sexed and beef breeding strategy. Steven Lyons manages Bencran Farm in a family partnership alongside his brother Stuart and father, Graham. The farm is milking a herd of 180 Holsteins on 300 acres of land in Omagh, County Tyrone. Alongside the dairy enterprise, the farm rears 150 pedigree Dorset sheep. The herd yields almost 9,800 litres of milk per year at 4% Butterfat and 3.25% Protein which is sold to local milk processors, Green Pastures*



*Above: Twin Agronaut heifers pictured at Bencran Farm*



*Starting out with just 30 heifers over 6 years ago, Steven and Stuart have gradually expanded the herd to over 180 cows using sexed semen. “We were previously using conventional semen as we did not have the confidence in conception rates with sexed semen and getting far too many bull calves as a result”. Using SexedULTRA 4M has completely changed our view, and we are now reaching conception rates of 80% on both cows and heifers with sexed semen.” explains Steven.*

*The Lyons brothers have now decided to take a strategic approach to driving efficiencies and profitability at Bencram Farm by using 100% sexed semen on the genetically best and most fertile cows within the herd and beef semen on the remainder.*



*ST Genetics did it again....*

*During the Agri-expo Livestock show with 3 dairy breeds competing in the show ring the Ayrshire champion string were full of exceptional genetics selling world wide from ST-Genetics and Cogent.*

*The champion heifer during the Agri-expo Livestock show 2018 was RFF Cherry Pie, sired by Sandyford Supreme, bred and owned by Rhodes Food Group Sired. Supreme is from Cogent.*

*Reserve Champion heifer was. Rhino Ridge Predators 10<sup>th</sup>, sired by Forever Schoon Predator, bred and owned by Edmund Els. Predator produced a lot of winners before in all major shows and showing a lot of style and quality in the Ayrshire breed.*

*In our Junior classes the young cow champion was Raigmore Doreen 38 sired by Terrance Bank Free Beer.*

*In South Africa Free Beer also holds the National record selling price of heifers in the breed.*

*Congratulations to all the breeders and thank you for putting in all effort during the Sandringham Livestock expo 2018.*



**ST Genetics®**

**cogent™**



Nutrifeed

everything to  
help  
you grow

Kalvolac  
**LIONEL'S** farmers'  
VETERINARY SUPPLIES  
first choice



**LIONEL'S**  
VETERINARY SUPPLIES

For more information contact:

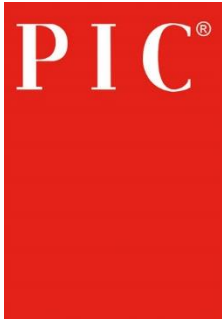
[info@lionelvet.co.za](mailto:info@lionelvet.co.za)

CPT: 021 932 2019 | JHB: 010 591 2030 | PE: 041 451 1900 | KZN: 033 345 1093

Northern Region: 082 784 5275 (Herman Bezuidenhout)

Southern Region: 082 923 6382 (Jannic Zietsman)

Natal: 083 788 1219 (Steve Elliott)



# Pig Producers worldwide benefit from genetic progress

Originally posted on The Pig Site - <http://www.thepigsite.com/articles/5471/pig-producers-worldwide-benefit-from-genetic-progress>

**New genetic techniques are increasing the productivity, efficiency, and yield of PIC pigs at a remarkable rate. This increased rate of genetic progress is showing as accelerated improvement in commercial pig farms. And there is more to come!**

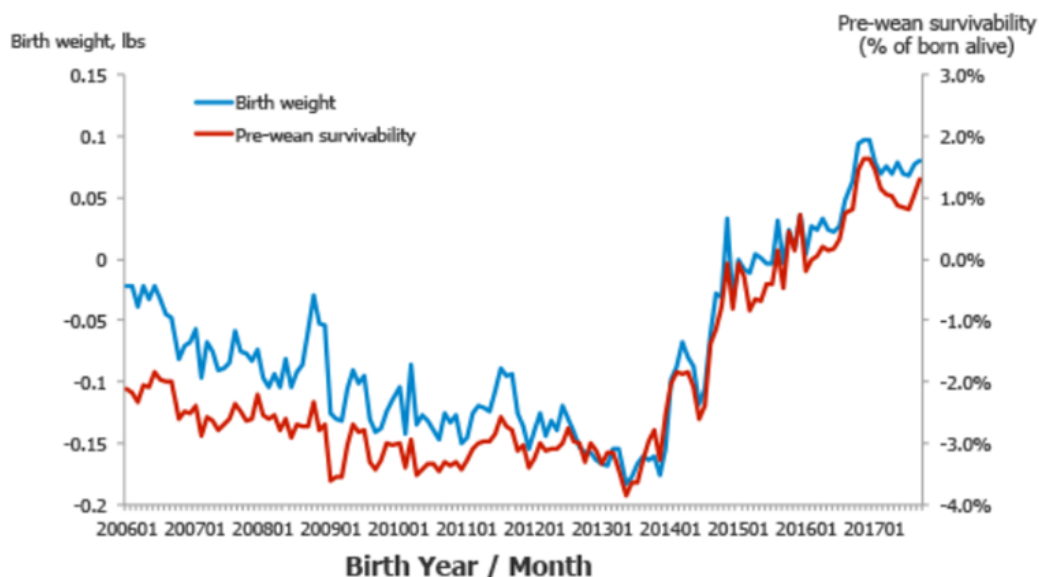
The 2013 introduction of Relationship-Based Genomic Selection (RBGS) into PIC's genetic program has helped to accelerate the growth in commercial profit potential. RBGS has replaced the assumed pedigree-based relationship between animals in the genetic evaluation by the actual genomic-based relationship between animals. This has increased the traditional rate of genetic progress by over 35 percent per year for all traits, product lines, and commercial products. This translates to a profit improvement of \$3.50 to \$4.00 per pig per year.

In PIC's genetic farms at the top of the pyramid, we have seen significant advancement in traits that directly impact the efficiency, throughput, and robustness of pork production. This is a direct result of the introduction of RBGS and other on-going investments in technology.

A specific example of this additional value is the impressive change in both total born and average piglet birth weight. PIC has been measuring individual piglet birth weight for a number of years and has incorporated it into the selection process while implementing RBGS. As a result, the PIC genetic farms have been able to realise an improvement in total born of over 1.5 pigs per litter. Simultaneously, direct selection on individual piglet birth weight has led to an increase of birth weights by over 100 grams per piglet. Total born is a critical measure of success on a sow farm, but if birth weight and survivability of piglets are low, the value of increased total born is minimal. Now that birth weight is also increasing, these additional pigs are more viable and will increase the producers' productivity and profit potential. Linked to the improvement in birth weight, pre-wean survival has seen a sharp improvement of 0.8 percentage points average per year for the last five years. See Graph 1 for an illustration.

## PIC IMPROVES BIRTH WEIGHT & PRE-WEAN SURVIVABILITY

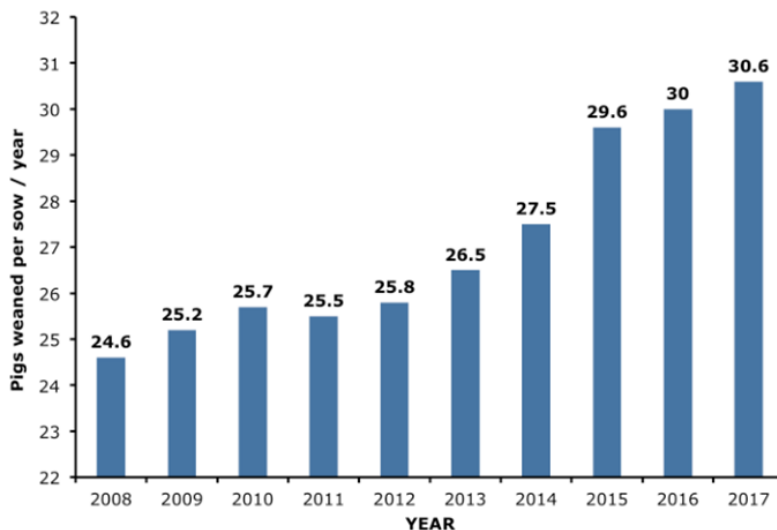
Trend: genetic improvement in birth weight and pre-wean survivability (PIC Genetic Nucleus)



Maternal improvements at the genetic farm level take approximately two to three years to disseminate through a multiplication system to the commercial level. Now, approximately four years after implementation of RGBS, customers are starting to see the impact from this improved rate of gain at their commercial sow farms. The full benefits of these genetic changes in PIC lines are being observed as commercial finisher pigs start reaching market.

PIC maintains a customer database of commercial performance data reproductive results and growing pig performance data in North and South America. The database includes reproductive results from over 710,000 sows and performance data of 6.3 million growing pigs. The performance data are showing strong year-over-year gains. The phenotypic trends of traits ranging from total born to feed conversion to average daily gain are showing trends equal to or greater than the predicted genetic trend.

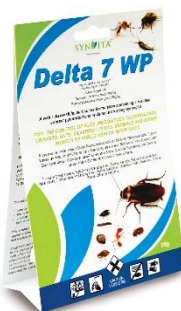



We share two examples that demonstrate the strong genetic improvement that PIC customers see at the commercial level. Kekén, one of Mexico's largest integrated producers, has used PIC genetics for over 20 years. The Mexican company works with internal multiplication of PIC Camborough sows and is using PIC 337 boars. Genetic gain is turning into commercial improvement as total born per litter has increased from 12.6 pigs in 2013 up to 15.4 pigs in 2017. In the same time period, pigs weaned per sow increased by over 4 pigs per year, from 26.5 up to 30.6 pigs per sow per year (Graph 2). In addition, feed conversion has also improved by over 0.1 from 2.27 in 2014 to 2.16 today while marketing a heavier pig.



Another example of the commercial impact of genetic progress can be observed at Pronaca, a 10,000 sow customer in Ecuador. Pronaca has seen significant improvements in growing pig performance with a daily growth of 991 grams per day versus 922 grams in 2010, and a feed conversion of 2.35 compared to 2.64 in 2010.

For PIC customers, implementation of RBGS and the continued growing investment in industry-leading data capture programs like GNXbred, help deliver the annual improvements necessary in an increasingly competitive industry. Numerous traits, including total born, survivability and efficiency, are improving at an increased rate and create greater benefit for PIC customers.

Our motto “Never Stop Improving” drives PIC every day. Investing in technology and services to deliver robust, predictable commercial-level genetic improvement for our customers is a key part of that mission.

Produk	Tipe	Beskrywing	Aktiewe Bestandeel	Areas vir Gebruik	LVS kode en Volume
<p><b>Delta 7</b></p> 	Benatbare poeier	Volwasse vlieg beheer RESIDUAL SURFACE SPRAY	Deltamethrin Piperonyl Butoxide (Synergis)	Binne en buite mure van varkhok Teen pale, drade en plafon	LVS 99870 – 35g  Meng 35g met 5lt water
<p><b>Nimbus</b></p> 	“RTU Space Spray”	Volwasse vlieg beheer “Space spray”	Pyrethrum Piperonyl Butoxide (Synergis)	Gebruik spuitkan met fyn “nozzle” spuit orlas binne varkhokke	LVS 99984 – 20lt  “Ready to use spray”
<p><b>Snap</b></p> 	Granulêre lokaas	Volwasse vlieg beheer	Methomyl Z-9 Tricosene (Fermoon lokmiddel)	Strooi korrel op vloer, in hoeke en vensterbanke  Meng korrels met water/eier/melk en verf binne vensterbanke of teen mure	LVS 02499 – 500g LVS 00632 – 20kg  “Ready to use bait”
<p><b>Dimilin</b></p> 	Benatbare poeier – Dimilin 25 WP Korrels – Dimilin GR-2 Vloeistof – Dimilin SC-48	Larf beheer  Insek groei reguleerder	Difflubensuron Chitien inhibeerder	Gebruik by misgate  Enige nat areas waar mis versamel en vlieë eiers waargeneem word	LVS 00007 – 1kg LVS 02463 – 1kg LVS 00536 – 1lt

Produk	Aktiewe Bestanddeel	Areas vir gebruik	LVS kode en Verpakking		
<p><b>Fly- Tac</b></p> 	<p><b>Geen Gif</b></p>	<p><b>Span Fly-Tac binne die varkhokke</b></p>	<p><b>LVS 97641 – 200m LVS 98468 – 400m</b></p>		
<p><b>Wefcomatic metered aerosol</b></p> 	<p><b>Pyrethrum Piperonyl Butoxide (Synergis)</b></p>	<p><b>Kan gebruik word in sensitiewe areas bv. Kombuise, kantore ens.</b></p>	<p><b>LVS 06101 – 280ml</b></p>		
<p><b>Red Top vlieëvanger</b></p> 		<p><b>Vlieëvangers kan rondom vark geboue gehang word</b></p>	<p><b>LVS 01695</b></p>		

# Welcome to the Lionel's Team!



We would like to welcome Jamie Renton to the Southern Region Team of Lionel's Veterinary Supplies. He will be responsible for the Just Milk Group.

He is based in Makhanda (Grahamstown) and can be contacted at:

Cell: 083 659 8442

Email: [jamie@lionelsvet.co.za](mailto:jamie@lionelsvet.co.za)



Ons wil graag vir Rene Kahn verwelkom. Sy is aangestel as aankope-assistant by Lionel's Vet in Kaapstad tak.

Ons hoop dat sy baie gelukkig gaan wees as deel van die Lionel's Span.

Julle kan haar kontak by:

Kaapstad Tak: 021 932 2019 of  
Epos: [Rene@lionelsvet.co.za](mailto:Rene@lionelsvet.co.za)



We would like to welcome Carlynn-Jade Coetsee to the Lionel's Vet team.

She will be the Management Account for Lionel's Vet and GE Dairies and will take full responsibility of their financial functions. We trust you will be happy to be part of the Lionel's Vet team.

You can contact her at:

CPT Branch: 021 932 2019  
Email: [cj@lionelsvet.co.za](mailto:cj@lionelsvet.co.za)

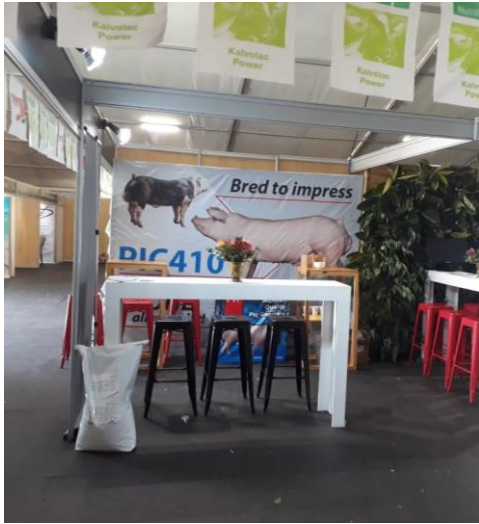
# Livestock Agri Expo 2018

We are pleased to announce that Lionel's Vet together with PIC RSA won the best stand AWARD at the Sandringham Livestock Agri Expo for 2018. A BIG THANK YOU TO EVERYONE WHO VISITED US.



**Livestock**<sup>®</sup>











# Sales Team

Name	Cell Number	E-mail Address	Area
Andreas du Toit	082 641 8944	andreasdtl@gmail.com	Karoo
BH Botha	079 885 7421	bh@xseed.co.za	Northern KZN
Byron Ott	072 668 0860	byron.ott@lionelsvet.co.za	Western Cape / Swartland
CC Terblanche	076 896 8748	cc.terblanche@lionelsvet.co.za	Southern Cape
Debbie Elliott	082 376 3702	dmelliott@netactive.co.za	Midlands
Deon de Jager	064 625 8320	deondj@lionelsvet.co.za	Free State
Derick Coetzee	082 373 6068	djcoetzee@telkomsa.net	Southern Cape
Gavin Dargie	072 246 7750	gavdargie1@gmail.com	East-London
GJ du Preez	082 042 3303	dupreez.gj@gmail.com	Eastern Cape
Herman Bezuidenhout	082 784 5275	herman@lionelsvet.co.za	Northern District
Jaco Swanepoel	072 658 2960	jacoswanepoel@outlook.com	North West
Jamie Renton	083 659 8442	jame@lionelsvet.co.za	Eastern Cape – Just Milk group
Jan Joubert	073 303 6786	jan_safp@yahoo.com	North West
Janique Fourie	083 603 3323	janique@lionelsvet.co.za	Eastern Cape
Jannic Zietsman	082 923 6382	jzietsman@lionelsvet.co.za	Eastern Cape
JD Marais	076 638 8609	jd@gedairy.co.za	Sales Manager Genetics Division - GE Dairies
Jenni Soutar	082 783 8513	jennisoutar@gmail.com	Northern KZN
Johan Botes	073 925 2382	johan@lionelsvet.co.za	National – Swine Advisor
Johan du Plessis	072 806 7266	johandup@lionelsvet.co.za	Northern Cape
Juan Welman	082 907 7486	juan.welman@vodamail.co.za	Mpumalanga
Karin van der Merwe	082 851 9474	karin.vdm@vodamail.co.za	EG & Underberg
Matthew Elliott	078 552 2400	mpjelliott@hotmail.com	North & South Coast (Pigs)
Neville Brown	084 577 1721	nevillebrown1234@gmail.com	EG & Underberg
Nico Vorster	082 782 3710	nicosmail@webmail.co.za	Free State
Riaan Momberg	+264 81 124 0288	riaanm@mweb.com.na	Namibia
Sarah March	082 771 1809	sarahmarch@vodamail.co.za	Midlands South
Shaun Bovey	074 586 4199	shaun@lionelsvet.co.za	Eastern Cape
Warnich Biersteker	082 414 7293	warnich@lionelsvet.co.za	Poultry Advisor
Werner van Rooyen	083 462 0474	wvrvers@mweb.co.za	Southern Cape

# Meet the Team!



**1ste ry (vlnr):** Riaan Momberg; Juan Welman; Shaun Bovey; Janique Fourie; Johan Botes; Jannic Zietsman

**2de ry (vlnr):** Byron Ott; Deon de Jager; Herman Bezuidenhout; Werner van Rooyen; Jan Joubert

**3de ry (vlnr):** JD Marais; Johan du Plessis; Gavin Dargie; GJ du Preez

**4de ry (vlnr):** Andreas du Toit; CC Terblanche; Derick Coetzee; Warnich Biersteker

**LIONEL'S**  
VETERINARY SUPPLIES

**DenVet**

*Solving your animal health problems*

*More than just products*

*Est.1999*

-----

Phone: 033 345 1093; [www.denvet.co.za](http://www.denvet.co.za)  
[sales@denvet.co.za](mailto:sales@denvet.co.za)

PO Box 673, Hilton, 3245  
Ph: 033 345 1093  
[www.denvet.co.za](http://www.denvet.co.za)  
Email: [sales@denvet.co.za](mailto:sales@denvet.co.za)

Company registration number: 2010/016874/07  
VAT Number: 4010183129