



westpoint veterinary group

Beef Profit Improvement Plan

The UK beef industry remains a volatile environment, despite improving market trends 'supply and demand' in addition to 'efficient production' continue to dominate profit margins. Westpoint Veterinary Group understands the fragile balance between developing your business whilst maintaining cost effective production.

We are therefore pleased to introduce our new 'Beef Profit Improvement Plan'... a flexible approach to catering for your precise veterinary requirements throughout the year. Whether a large scale commercial beef producer or small pedigree suckler unit it is possible to specifically devise each Beef Profit Improvement Plan to cater for any enterprise.

The concept provides the opportunity to recognise veterinary fees as a fixed and not variable cost, which can be spread across the year through a monthly payment plan – targeted at improving farm budgeting.

Three core veterinary services including **Pregnancy Diagnosis**, **Herd Health Planning** and **Bull Fertility Testing** form the foundation of the plan, with the benefit of adding to these with 'bolt on' services if desired. Some of these additional services include:

- Lameness Management
- Parasite Control Strategies
- Calf Health Management
- Post Breeding Checks
- Youngstock Health
- Liveweight Gain
- Disease Eradication
- Blood Sampling – i.e. Nutritional Status
- Castrating and Dehorning
- Pre-Breeding Examination
- Food Conversion Efficiency Monitoring

The plan is designed by **you** to target areas of improvement for your individual enterprise whilst remaining affordable. The process will allow a structured approach to improving farm performance, by initially setting targets, achieving them and monitoring the results. Beef Profit Improvement Plan clients shall also receive other benefits including...

- 10% off all additional veterinary time and visit fees throughout the year.
- 10% off laboratory fees billed directly through Westpoint Veterinary Group.
- 10% off wormers and PML products purchased through Westpoint Veterinary Group.
- Monthly payments to spread costs.
- Year wall planner with all pre-planned PIP visits pre-booked.
- Your own designated vet (and a back-up!)
- Membership to 'Westpoint Beef Club'.
 - Receive 'Meat & 2 Vets' – New Quarterly Beef Newsletter
 - Regular discussion Group Meetings
 - Organised industry farm walks/visits/trips
 - Ad libitum telephone advice

- Please Contact Your Local Practice For Further Information -

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