



# Optimize gains and level up your rewards with the 2024 Merck Animal Health Producer Plus Program

## January 1 to December 31, 2024

Earn rewards on Merck Animal Health cattle products:  
 All Revalor® Implant Products, Ralgro®, Bovilis® Vista® 5 CFP and Bovilis® Vista® Once CFP vaccines

Note: Due to recent regulatory changes at the Canadian Animal Health Institute, producer rebates for antimicrobial purchases are no longer allowed. As a result of these changes, Bio Agri Mix products are no longer included in the Producer Plus Program for 2024.

Streamlined 2-level program helps make it simple to earn higher rewards based on your total implant purchases.

	LEVEL 1 Fewer than 6,000 implants purchased	LEVEL 2 Reached when a total of 6,000 implants or more have been purchased
<b>REVALOR® XR</b> 	<b>DOUBLE THE REWARD</b> Purchase Revalor® 100 and receive double the reward when purchasing equivalent doses of Revalor® XR.	<b>ADDITIONAL 50% REWARD</b> Purchase Revalor® 100 and receive a 50% increase in rebate over Level 1 when purchasing equivalent doses of Revalor® XR.
<b>BOVILIS® VISTA® ONCE CFP</b> 	<b>DOUBLE THE REWARD</b> Earn double the reward versus Bovilis® Vista® 5 CFP.	<b>DOUBLE THE LEVEL 1 REWARD</b> Double the value of your Level 1 reward on Bovilis® Vista® 5 CFP and Bovilis® Vista® Once CFP vaccines.

For more information on the Producer Plus Program, please contact your Merck Animal Health representative, or call Customer Service at 1-866-683-7838 for assistance.

### Summary of reward program terms and conditions

- The Producer Plus Program is valid in Canada only, for purchases made between January 1 and December 31, 2024.
- Products eligible for Producer Plus Program must be purchased for use on the producer's own livestock.
- Invoices or approved data files for the entire 2024 calendar year must be submitted by March 31, 2025.
- Rewards will be remitted in the form of a cheque. The retail value of eligible products purchased in 2024 must generate a total reward value of at least \$500 for a cheque to be issued.

Please consult your veterinarian and nutritionist for their assistance in establishing protocols that are suitable for your herd and help optimizing its performance.

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