



For immediate release:

13 February 2011

Bayer reports 34% increase in pain relief uptake for sheep.

Australian woolgrowers have proven they are world leaders in animal welfare choosing to mules with pain relief.

The number of lambs mulesed with the pain relief spray has increased by 34% in 2010 over the previous year and according to Australian Wool Exchange (AWEX) figures there has also been an increase of 75% in the past year of declared wool bales offered for sale that have been shorn from sheep treated with pain relief at mulesing.

“More than 60% of mulesed lambs are now treated with pain relief, a figure that’s increasing every month,” says John Oulton, Business Unit Manager, Bayer Animal Health.

“Australian wool growers are sending a very clear message to wool customers and retailers around the world that animal welfare comes first with Australian woolgrowers,” says Oulton.

Customers seeking assurances that their concerns regarding animal welfare can rest easy.

Gerard Stephen, Superfine Merino producer from Armidale NSW says for any grower who cares about their animals from an ethical welfare point of view, using pain relief is the only option we have until practical alternate solutions are found

Annie Hutchison from Kentucky Station in NSW’s New England region adds: “As wool growers, the long-term wellbeing of the flock is the single most important management issue. Pain relief has been an extra tool in keeping the lambs stress free and improving the general health of the sheep.”

* * *

For further information:

John Oulton, Business Unit Manager Bayer Animal Health 0407 350 056