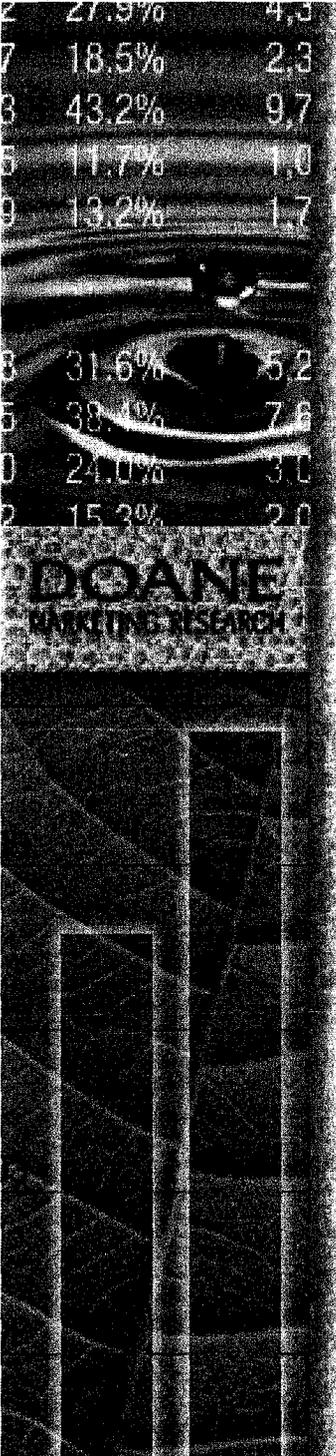


TAB A

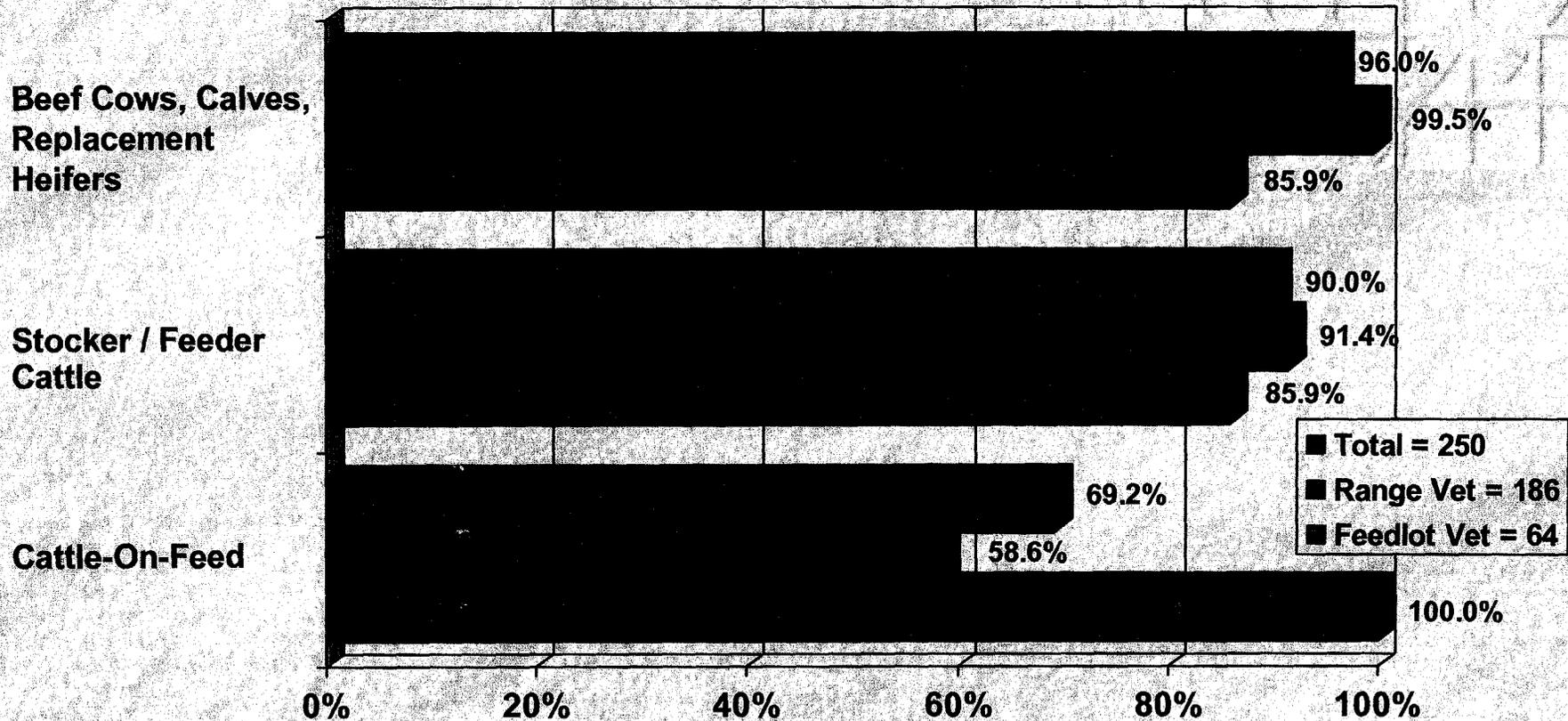


Cattle Vet Antibacterial Injectable Study

**Prepared for Bayer Animal Health
By Doane Marketing Research
January 2006**

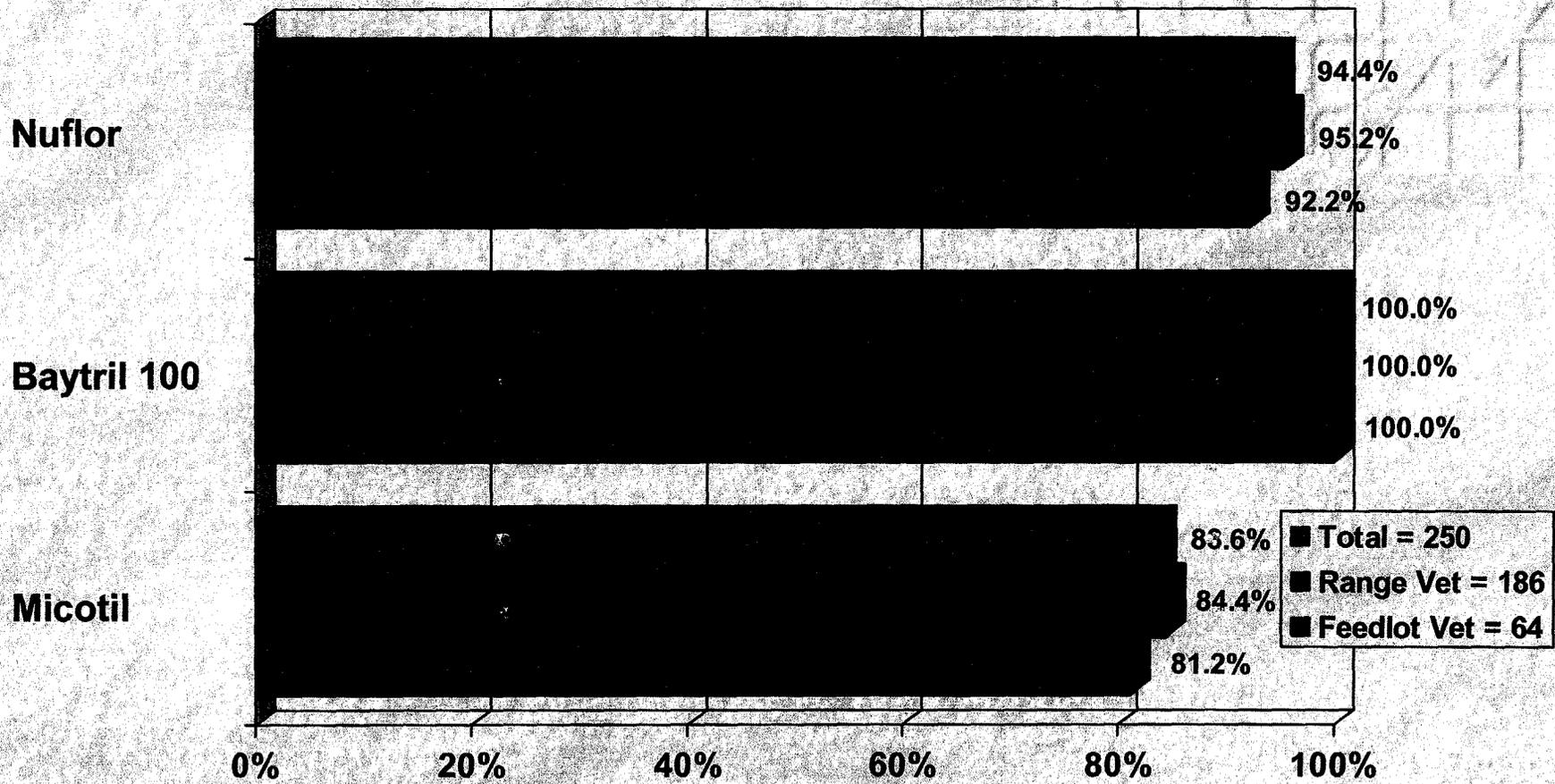
Types of Beef Cattle Serviced in Vet Practices

[Multiple responses possible]

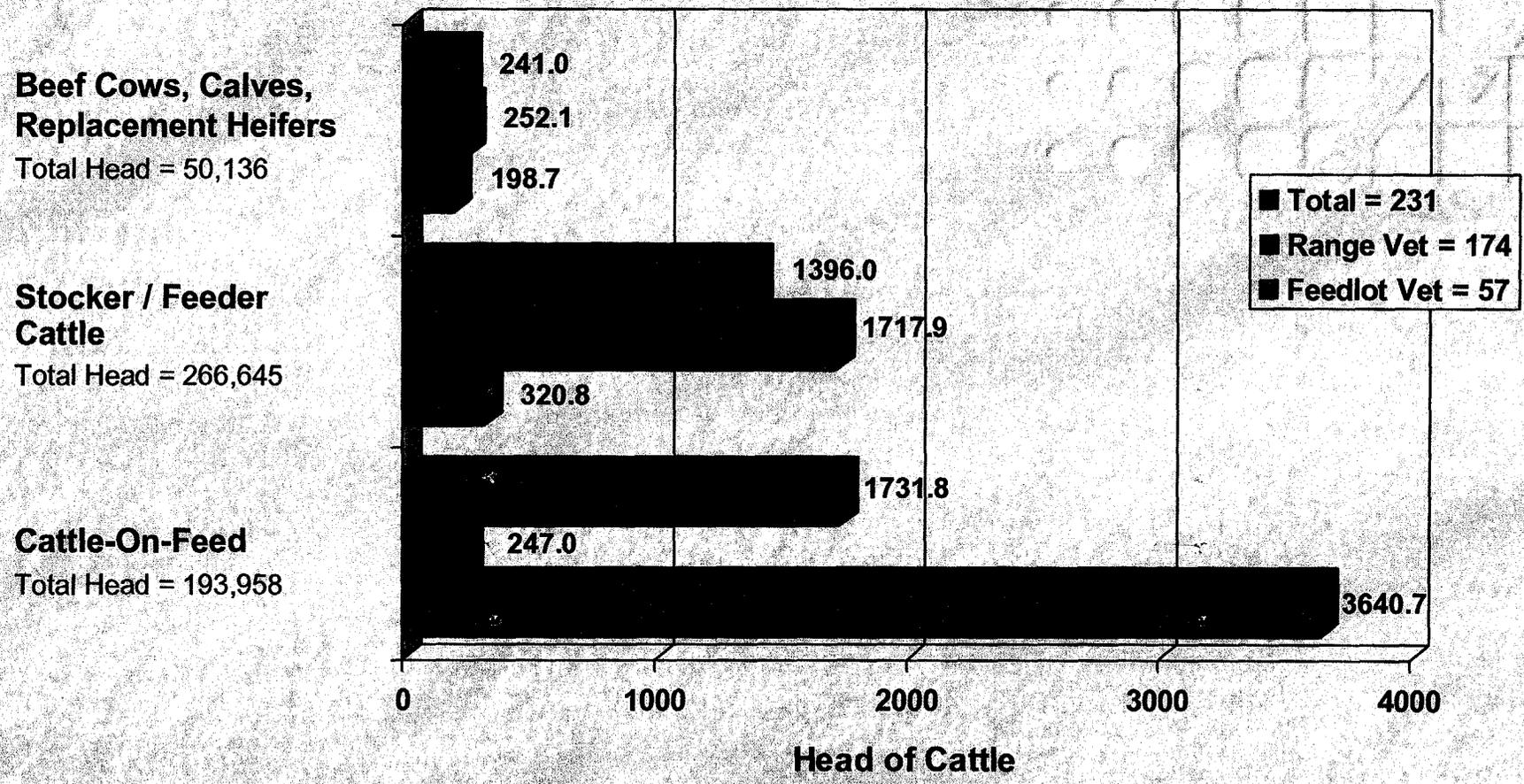


Brands of Injectable Antibacterials Routinely Used or Dispensed in Vet Practices

[Multiple responses possible]



Average Head of Cattle Personally Treated With Baytril 100 During the Past Twelve Months

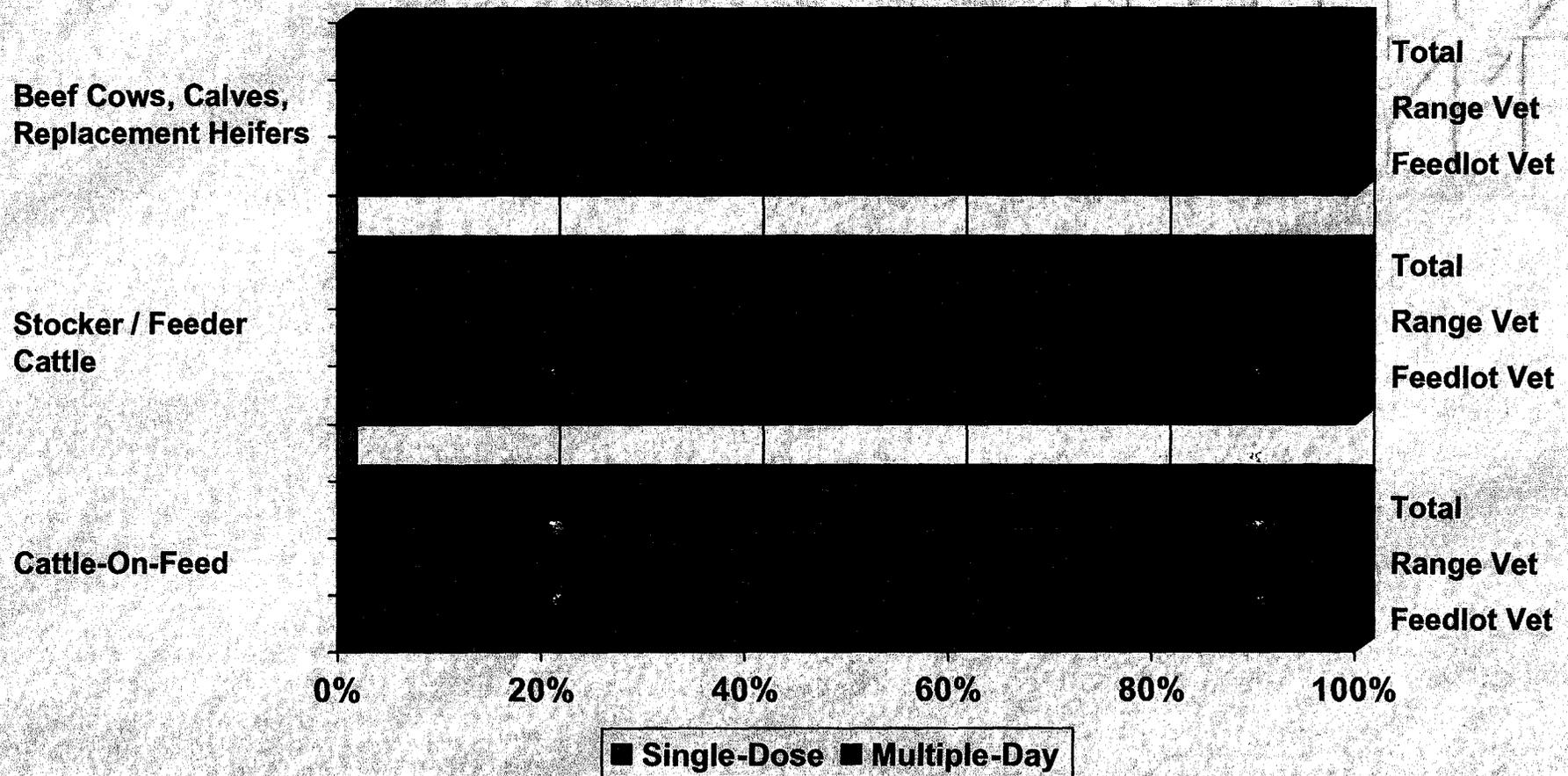


Total Cattle Treated = 510,739

Q2a

Doane Marketing Research

Average Percent of Cattle Personally Treated With Baytril 100 Given Single-Dose Versus Multiple-Day Therapies



Q2b

n = 231

Percent of Vets Who Recommended the Use of Baytril 100 to Their Beef Cattle Clients in the Past Twelve Months

["Yes" response]

Total Vets
n = 250

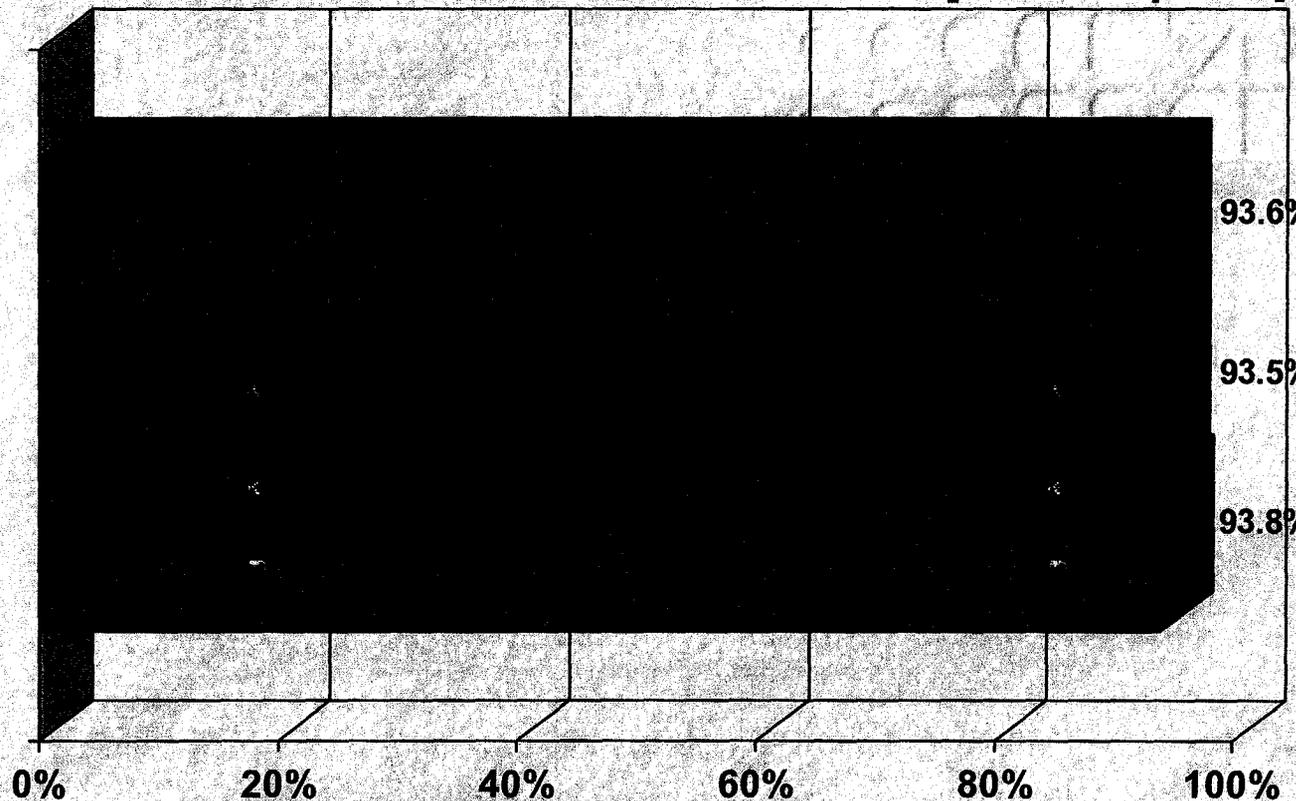
93.6%

Primarily Range Vet
n = 186

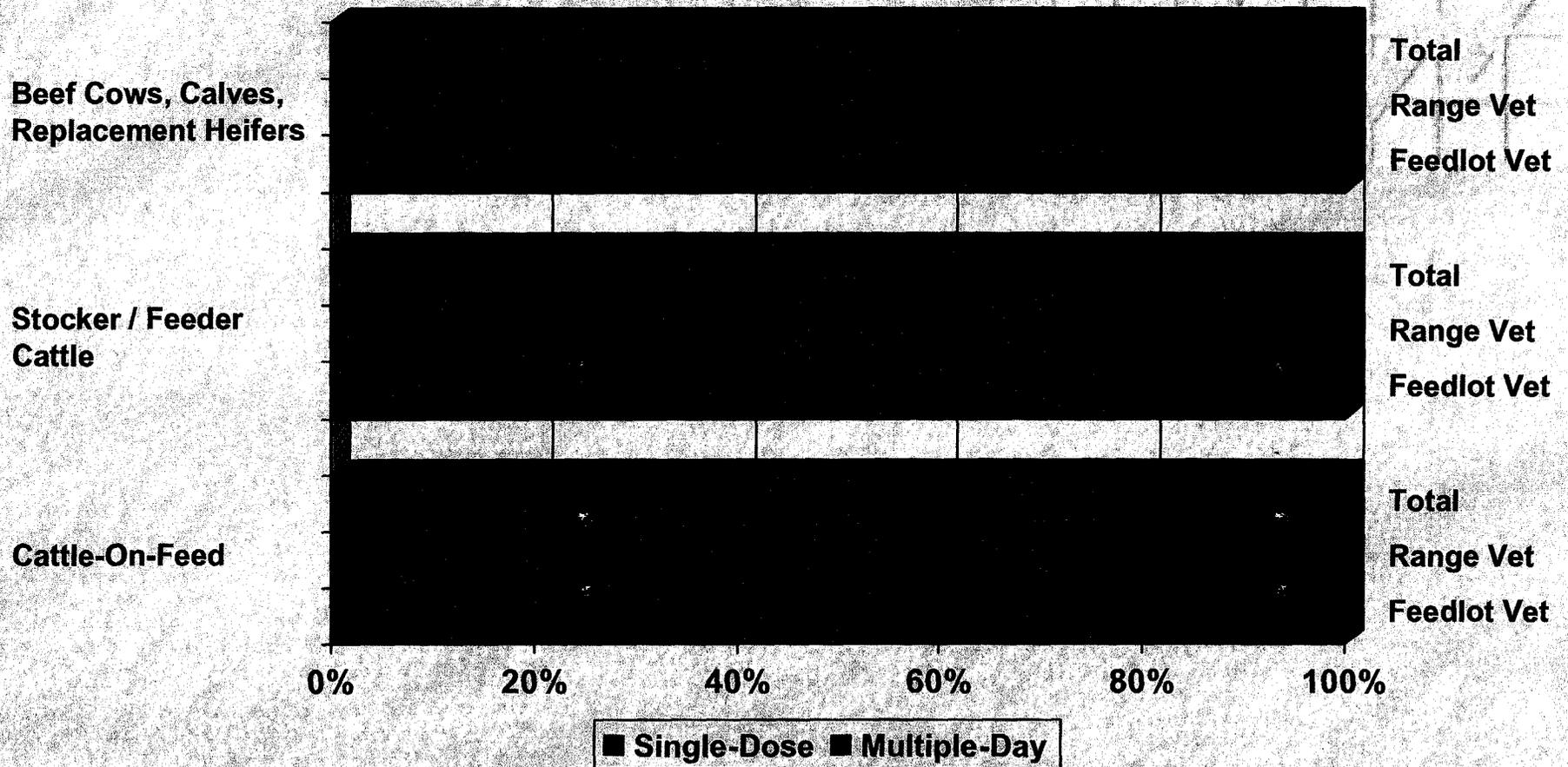
93.5%

Primarily Feedlot Vet
n = 64

93.8%



Average Percent of Baytril 100 Recommendations for Single-Dose Versus Multiple-Day Therapies



Baytril 100 Usage

Background

Baytril 100 – can be administered either as a single dose at 7.5 – 12.5 mg/kg, or at 2.5 – 5.0 mg/kg for 3 – 5 days. Bayer Animal Health wanted to determine which treatment regiment was most commonly prescribed by bovine veterinarians. In order to answer this question Bayer Animal Health commissioned a research study with Doane Marketing Research. Doane specializes in animal health research and has more than 30 years experience conducting market research with animal health professionals.

Objective: The primary objective of the research was to ascertain how Baytril 100 is currently being used. What portion of Baytril 100 was administered as a single dose versus a multi-dose.

Method: In order to address the aforementioned objective a telephone survey with bovine veterinarians who routinely use Baytril 100 was conducted. Specifically the target population was veterinarians that were either routinely use or dispense the product.

The sample was stratified type of cattle treated

- cattle on feed
- stocker/feeders,
- beef cows, calves and replacement heifers and

And by type of veterinarian

- Primarily range veterinarian
- Primarily feedlot veterinarian

A total of 250 veterinarians were surveyed all of which used Baytril 100.

- 186 Range veterinarians
- 64 Feedlot veterinarians

The survey was fielded from December 5, 2005 until January 6, 2006.
The instrument is attached.

Results

In order to insure a stratify distribution of the sample, veterinarians were asked to classify their practices as either primarily *range* or *feedlot*. Further the participating veterinarian was asked to indicate what portion of their practices was *beef cows, calves and replacement heifers, stocker/feeder cattle* or *cattle on feed*.

Table 1

Type of practice	Total	Primarily Range Veterinarians	Primarily Feedlot Veterinarians
Beef cows, calves & replacement heifers	96%	99%	86%
Stocker/feeder cattle	90%	91%	86%
Cattle on feed	69%	58%	100%
Base	250	186	64

Table 2 shows what portion of the animals received Baytril 100 as personally administered treatment.

Table 2

Approximate number of cattle personally treated with Baytril 100 in past 12 months	Total	Primarily Range Veterinarians	Primarily Feedlot Veterinarians
Total Beef cows, calves & replacement heifers	50,136	41,594	8,542
Stocker/feeder cattle	266,645	252,530	14,115
Cattle on feed	193,958	15,562	178,396
Total Cattle	510,739	309,689	201,053
Base	231	174	57

Table 4 shows the percentage of *personally* administered treatments of Baytril 100 as a single dose versus the multi-dose by type of veterinarian and cattle operation. The single dose administration for Baytril 100 ranges from a low of 72.7% to a high of 77.7%.

Table 4

Percent of cattle <i>personally</i> treated with Baytril 100 single vs multi dose	Total	Primarily Range Veterinarians	Primarily Feedlot Veterinarians
Beef cows, calves & replacement heifers			
• <i>Percent Single Dose Treatment</i>	73.7%	72.7%	77.7%
• <i>Percent Multi-Day Treatment</i>	26.3%	27.3%	22.3%
Stocker/feeder cattle			
• <i>Percent Single Dose Treatment</i>	73.6%	73.3%	74.4%
• <i>Percent Multi-Day Treatment</i>	26.3%	27.3%	22.3%
Cattle on feed			
• <i>Percent Single Dose Treatment</i>	74.5%	75.9%	72.8%
• <i>Percent Multi-Day Treatment</i>	26.3%	27.3%	22.3%
Base	231	174	57

Table 5 shows the percentage of *recommended* treatments of Baytril 100 as a single dose versus the multi-dose by type of veterinarian and cattle operation. The single dose administration for Baytril 100 ranges from a low of 69.3% to a high of 79.2%.

Table 5

Percent of cattle <i>you recommend</i> treatment with Baytril 100 single vs multi dose	Total	Primarily Range Veterinarians	Primarily Feedlot Veterinarians
Beef cows, calves & replacement heifers			
• <i>Percent Single Dose Treatment</i>	71.5%	69.3%	79.2%
• <i>Percent Multi-Day Treatment</i>	28.5%	30.7%	20.8%
Stocker/feeder cattle			
• <i>Percent Single Dose Treatment</i>	73.7%	72.2%	78.8%
• <i>Percent Multi-Day Treatment</i>	26.3%	27.8%	21.2%
Cattle on feed			
• <i>Percent Single Dose Treatment</i>	76.0%	74.2%	78.8%
• <i>Percent Multi-Day Treatment</i>	24.0%	25.8%	21.2%
Base	234	174	60

As can be seen in the Tables 4 and 5 it was clear that about three of four doses of Baytril 100 was administered in the single dose protocol.

Table 6 shows the number of cattle receiving the single dose protocol of Baytril 100. The summary table below shows that of the 510,739 cattle treated by the veterinarians surveyed for this study, 374,166 or 73.3% had been *personally* treated with Baytril 100 using a single dose.

Table 6
Personally Treated Cattle Receiving Single Dose of Baytril 100

Number and percent of cattle personally treated with Baytril 100	<i>Primarily Range Veterinarians</i>	<i>Primarily Feedlot Veterinarians</i>	Sum of cattle Personally Treated
Beef cows, calves & replacement heifers	41,594,	8,542	
• <i>Percent Single Dose Treatment</i>	72.7%	77.7%	
Total number treated with Single Dose	30,239,	6,637	36,876
Stocker/feeder cattle	252,530	14,115	
• <i>Percent Single Dose Treatment</i>	73.7%	74.4%	
Total number Single Treatment	185,104	10,502	195,606
Cattle on feed	15,562	178,396	
• <i>Percent Single Dose Treatment</i>	75.9%	72.8%	
Total Single Dose Treatment	11,812	129,872	141,684
Total of Cattle receiving single dose	227,155	147,011	374,166

Table 7 shows that of the 510,739 cattle treated by the veterinarians surveyed for this study, 381,162 or 74.6% of the treatments for Baytril 100 were a single dose *recommendation*.

Table 6
Recommended Use of Single Dose of Baytril 100

Number and percent of cattle in which Baytril 100 was recommended	<i>Primarily Range Veterinarians</i>	<i>Primarily Feedlot Veterinarians</i>	Sum of cattle Personally Treated
Beef cows, calves & replacement heifers	41,594,	8,542	
• <i>Percent Single Dose Treatment</i>	69.3%	79.2%	
Total recommended for Single Dose	28,825	6,765	35,590
Stocker/feeder cattle	252,530	14,115	
• <i>Percent Single Dose Treatment</i>	72.2%	78.8%	
Total recommended for Single Dose	182,327	11,123	193,449
Cattle on feed	15,562	178,396	
• <i>Percent Single Dose Treatment</i>	74.2%	78.8%	
Total recommended for Single Dose	11,547	140,576	152,123
Total of Cattle recommended to receive single dose	222,698	158,464	381,162

Conclusion

Regardless whether the Baytril 100 treatment was personally administered by the veterinarian or treatment protocol was recommended by the veterinarian about 74% of all Baytril 100 treatments were in form of a single dose.

Appendix

ANTIBIOTIC QUESTIONNAIRE

610CHRG05-2651.03

Veterinarian Only

Hello, my name is _____, I'm with DOANE Marketing Research. Today we're surveying beef cattle veterinarians about their use of different types of injectable antibiotics. The survey will take less than five minutes to complete and I can assure you that I'm not selling anything and your responses will be kept strictly confidential. As a token of our appreciation, each veterinarian who completes this brief survey will receive a \$10 honorarium.

- SQ1 Which of the following types of beef cattle do you service in your practice?
- | | | |
|--|-----|----|
| - Beef Cows, Calves, Replacement Heifers | YES | NO |
| - Stocker/Feeder Cattle | YES | NO |
| - Cattle-On-Feed | YES | NO |

[IF THE RESPONSE IS "NO" TO ALL THREE TYPES, THANK AND TERMINATE]

[IF THE RESPONSE IS "YES" TO ANY OF THE THREE TYPES, CONTINUE]

1. Which of the following brands of injectable antibacterials do you routinely use or dispense in your practice? **[ROTATE LIST AND READ]**

ROTATE LIST	Yes	No	DK/NA
Nuflor			
Baytril 100 *			
Micotil			

[* If Not "YES" to Baytril 100, Thank and Terminate]

[Select first product besides "Baytril" given a "Yes" response as Product A; Baytril 100 is Product B] – [Rotate Product A and Product B through Questions 2 – 4]

2a. Approximately how many head of **[TYPE]** cattle did you personally treat with **[Product A / Product B from Q1]** during the past twelve months? **[COMPLETE GRID BELOW]**

- 2b. Of the cattle you personally treated with [*Product A / Product B from Q1*], on average, what percent were given a single dose therapy and what percent were given a multiple-day therapy?

TYPE OF CATTLE	2a. Number of Animals Treated	2b. Dosing Regimen	
		% Single Dose	% Multiple Doses
Beef Cows, Calves, Replacement Heifers			
Stocker/Feeder Cattle			
Cattle On Feed			

3. Although you may not have personally treated cattle with [*Product A / Product B from Q1*], during the past twelve months, did you also recommend the use of this product to your beef cattle clients?

_____ YES [CONTINUE WITH Q4.]

_____ NO [Ask Q2 – Q4 for second product; else GO TO CONCLUSION]

4. By type of cattle operations, on average, what percent of your [*Product A / Product B from Q1*] recommendations were for single-dose therapy vs. multiple-day therapy?

TYPE OF CATTLE OPERATIONS	Dosing Regimen		TOTAL
	% Single Dose	% Multiple Dose	
Beef Cows, Calves, Replacement Heifers			100%
Stocker/Feeder Cattle			100%
Cattle On Feed			100%

[If not 2nd product, return to Q2 and repeat for 2nd product]

CONCLUSION:

You have completed all of the questions in our survey. Please allow me to confirm your complete mailing address in order to insure that you receive your honorarium as quickly as possible.

ENTER COMPLETE MAILING ADDRESS:
