

GWAREDU BVD COMPETITION GUIDELINES

WIN £500 WITH GWAREDU BVD, YFC WALES AND BOEHRINGER INGELHEIM!

You can help spread the message of eradicating BVD from Wales AND win yourself £500 in the process thanks to Boehringer Ingelheim. Interested? Of course you are!

It's easy to get involved- just create a digital advert encouraging Welsh cattle farmers to get involved in the Gwaredu BVD scheme. This can be from any angle of the programme, from testing through to PI hunting. You can be as creative as you like and send it through to us on Facebook and/or Twitter to be in with a chance of winning £500 and being featured on the Gwaredu BVD website.

How to enter:

1. Create a digital advert promoting the Gwaredu BVD programme

- The digital advert could be a static poster, video, slideshow, farmer testimonial and more – be creative with it! Remember it should be in a landscape format (16:9 ratio is recommended so that it fits with digital screens without cropping or stretching your work)

2. Include key messaging of the Gwaredu BVD programme around the topic that you choose

- Remember that your digital advert will be seen by farmers across Wales and it should help them get on board with Gwaredu BVD.
- Possible topics you may wish to focus on: Young Stock Screening, PI Hunting, BVD Eradication and more.
- Entries can be in Welsh, English or Bilingual.

3. The more creative... the better!

- There are many free editing apps and websites to help jazz up your digital ad.

4. Once you have created your digital ad, make sure to submit before the closing date on Monday 13th April 2020. You can submit by:

- Posting your digital advert on Facebook tagging Gwaredu BVD in the post
- Tweeting your digital advert using the hashtag #gwaredubvd and tagging @gwaredubvd in the message

Don't forget, your advert will be judged on:

- Key messages and persuasive techniques;
- Creativity;
- Use of testimonials and original research.

Winners will be announced on Saturday 18th April at Wales YFC Field Day in Ruthin. The winning entries will be promoted across Gwaredu BVD's social media and website as well as on digital screens in vet practices across the country.

Hints and Tips!

Here's some messages you might want to mention...

Gwaredu BVD is industry led and not government led. Testing your herd for BVD is not compulsory, but there is a high possibility it will become law by the Welsh Government over the next few years, which is why we recommend testing your herds now.

Vets can test for BVD whilst they test the herd for TB. It's a simple blood test, and the results will be shared within four days of the testing.

The benefits of testing for BVD have a bigger positive impact for the farmer- it can help stop the problem as well as ensuring a more profitable farm in the long run.

This is the only programme that is offering practical and financial support to vets and farmers- take advantage of it before it's too late!

Over 8000 out of 11,000 farms in Wales have been screened for BVD so far.

It is vital that PI Hunting is undertaken on farms that are found to be BVD-positive and that PIs are killed in order to prevent further damage to the farm .

Don't forget to do your homework... visit www.ahww.cymru for the latest information, news and support on Gwaredu BVD.