



Practice Perspective

Lodi Veterinary Care: A Partner in Success

Lodi Veterinary Care's livestock division is not only committed to animal agriculture, but to the rural people and communities that make up the practice radius this team serves in south central Wisconsin.

The livestock division is one arm of this privately owned, mixed-practice veterinary hospital that employs 22 doctors and more than 80 staff, technicians and assistants in the community of Lodi, population 3,000, located 20 minutes north of Madison. From this location, this practice—the largest veterinary clinic in Wisconsin—offers clinic, mobile and emergency care options in companion animal, equine and livestock services.

The original building housing what is the current Lodi Veterinary Care (LVC) was built in 1969, with the cattle handling area and barn added on in 1972. Twenty-five years later, LVC broke ground for a major addition to the hospital completed in 1998. In early 2008, LVC merged with an equine clinic and later opened two satellite practices in DeForest and Portage. LVC completed its new 28,000-square-foot state-of-the-art facility in 2018.

In doing so, livestock veterinarian and LVC partner Scott Pertzborn stated, "We are privileged to be a partner in the success of dairy and beef farmers. This new facility is an investment in the future of livestock veterinary medicine and animal agriculture in our area."

Industry leading

As a full-service provider, the livestock division of Lodi Veterinary Care includes eight livestock veterinarians who offer leading-edge care for a variety of animals—from dairy and beef cattle, to sheep and goats, swine, camelids and other exotic species.



As one would expect, LVC's livestock team combines a broad spectrum of experience and expertise. A trusted member of 'America's Dairyland,' last summer LVC expanded its livestock practice area to include farms in several southern Wisconsin counties underserved for veterinary care. In doing so, LVC had applied for and was awarded a Rural Practice Enhancement Grant (RPEG) by the USDA's National Institute of Food and Agriculture. The objective of this grant is to provide high quality veterinary services that are economically sustainable.

"Over the years, we have seen several livestock veterinarians either change over to small animal practice or retire without another veterinarian replacing them. This has left livestock owners without ready access to veterinary care for their animals," comments Dr. Scott Earnest, LVC livestock veterinarian. "With the support of the RPEG, our team is able to devote the time and resources needed to provide farm animals in the shortage area with the care and services they need." He adds that Lodi Veterinary Care's new facility is a representation of that commitment.

LVC's Dr. Pertzborn explains their new facility is enclosed from the weather, heated and has an excellent ventilation system. The system of pens and gates lead to an adjustable alleyway that leads cattle to the hydraulic chute. "The

facility provides safety for both cattle and people while the cattle move through the facility efficiently," he says.

This handling facility also helps facilitate LVC's offering of advanced reproductive services. "Lodi Veterinary Care has been offering embryo/IVF (in-vitro fertilization) services for about 10 years," explains Dr. Pertzborn. "In 2018 LVC became associated with Trans-Ova Genetics, enabling LVC to offer very high quality IVF services. These services have been well accepted by our clients." He adds the current very depressed milk prices have somewhat reduced demand for these services; however, these technologies have allowed their clients to develop top quality herd genetics at a rapid rate.

Regarding LVC's in-house laboratory, Dr. Pertzborn explains this clinic has always had one in place. "However, a new laboratory was built with the newly constructed clinic in 2017. The lab has been growing over the last few years. Of particular note is that a milk quality section of the lab was opened a few years ago. This has grown greatly and has benefited the dairy farms that use it tremendously. In the past year we hired a full-time lab technician, and the lab now serves all three divisions of LVC.



He adds, "The milk quality lab has offered very valuable information to our clients. Milk culture results are used as part of a milk quality program on our farms. Attention to milk quality has led to lower somatic cell counts, fewer clinical cases and higher production with better reproduction."

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Wellness exams, preventative care, vaccinations, large animal surgery, radiology, cattle handling, hoof trimming and critical care with 24/7 monitoring capabilities are all part of the services and care available by this team of livestock experts, in addition to the advanced reproductive services and in-house lab testing.

Client connected

At testament to its connections with clients, Lodi Veterinary Care has a number of outreach and educational programs in place. According to Dr. Pertzborn, "We do a lot of client meetings," including an annual dairy meeting. They carry out more focused meetings for certain groups of clients throughout the year.

MWI has partnered with LVC on beef and dairy client meetings. The meeting last summer, Dr. Pertzborn says, "was particularly memorable as we invited beef producers to a meeting at our new clinic. They were able to check out our new facilities. Regan [Sweeney, MWI Regional Accounts Manager] cooked delicious steaks for us on a large grill he pulled behind his truck. We did make connections with some new beef clients and have enjoyed working with them."



Lodi Veterinary Care - Livestock

August 24, 2018 · 🌐

We would like to extend a special thank you to all those who attended our Beef Client meeting last night. We well surpassed our attendance goal and hope everyone enjoyed it as much as we did!

We would also like to mention those who made this event possible- our livestock veterinarians for presenting and giving demonstrations, MWI and Zoetis for dinner and sponsorship, and to all the support staff who helped make it a great success!

In case you were unable to attend, below are some highlights of the evening. If you have any questions regarding the presentations or the services we offer, please give us a call! 608-592-7755



Community valued

While it offers many services, Lodi Veterinary Care as a local business, along with its staff members, is also a very visible and valuable part of the communities and industry it serves. The youth in these communities is front and center.

Dr. Pertzborn shares, "We volunteer as fair veterinarians at four different fairs which allows us to work with our youth and advise them on their project animals." LVC also carries out a Youth Livestock Education Day. "This is an event held in spring each year. It is well attended and a popular way we support our 4-H and FFA kids." This community partner also supports agricultural youth by bidding on and purchasing their project animals at each of the four fairs and hosts fair animal initial weigh-ins at the LVC facility.



Each spring the team at Lodi Veterinary Care hosts a Youth Livestock Education Day. Blu, the dairy cow, is often a live model for the basic anatomy topic. "Our team looks forward to this event every year and feels privileged to be able to share our passion for veterinary medicine with such an energetic bunch of young ag enthusiasts," read the LVC Facebook post on March 16, 2019. LVC is invested in encouraging agricultural involvement and education in its communities and this shows through this practice's ongoing support of both 4-H and FFA, even earning these livestock veterinarians "Friend of 4-H" recognition.

As part of their RPEG grant, LVC has held additional adult and youth meetings and, this past March, presented on three different topics at the PDPW (Professional Dairy Producers[®]) Business Conference held in Madison. "This was a great way to meet progressive dairy farmers and to help them consider new ideas for their farms," Dr. Pertzborn says. "In doing so, we presented in the 'Hands on Hub' area and rotated the farmers through three stations." These featured milk quality, veterinary ultrasound and dairy fresh pen techniques.

While giving back and reaching out, social media—especially the LVC Facebook page regularly updated by a staff doctor and veterinary technician—helps LVC spread the word about events and shares the activities, undertakings and whereabouts of their staff, including ways they give back to their communities.

One example is the 1000 Gallon Milk Challenge. Dr. Pertzborn shares that this was “a fun way to promote milk while helping four local food pantries buy milk for people. This was featured on our Facebook page. I think it would be great if other veterinary clinics would do this as well. After all, we copied it from another clinic.”



He comments, “We are very fortunate to be located in one of the best dairy regions in the country. Our clients have grown, are very progressive and in it for the long term.”

And the LVC people—“we have such a great team of doctors and support staff. We truly enjoy working with each other and it shows to our clients. We are always helping to educate each other and encouraging each other to adapt new technologies and new ideas.”

Add to that LVC’s new livestock facility and “this opens up many options for us in caring for animals,” Dr. Pertzborn summarizes.

Find LVC at www.lodivet.com and follow their clinic on Facebook.

LVC Core Values

- **Respect.** We value the importance of respect that influences our professional reputation as a full-service, quality practice offering leading-edge veterinary medicine. We will promote respect between our team members, our community and our clients.
- **Integrity.** We value honesty and honor. Our actions, principles, expectations and outcomes will be consistent with the truth.
- **Success.** We value the importance of developing and maintaining a successful business. Our business will focus on developing opportunities that ensure sustained growth and maintain the value of our practice.
- **Environment.** We value a positive, enjoyable work environment that empowers our team and creates loyalty while maintaining a work-life balance.



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