

New Swine Simulator Version:

New Assignment For Pfizer Animal Health's "Virtual Walk the Pen" Simulator



Pfizer Animal Health announces the release of the "Walk the Pens" simulator. The simulator is an on-line educational tool that can be played from any standard computer and is intended to help demonstrate the importance of Individual Pig Care.

The second simulation scenario, available at www.individualpigcare.com/WTPGame, puts players in a barn situation where they are losing large pigs and must figure out why. In the new simulation, the biggest, best looking hogs in the barn are dying before they can make it to market. With more than \$125 invested in each pig at this point, the virtual barn can't afford to lose any more. Producers must determine the problem and make appropriate decisions to help fix it. As with the first scenario, players will have access to a virtual veterinarian, and all of their actions will either positively or negatively affect the virtual operation's bottom line.

"The goal is to provide an interactive and educational opportunity for producers to experience the benefits of good animal husbandry practices and Individual Pig Care," says Eric Farrand, Pig Husbandry Team Manager, Pfizer Animal Health. "By providing different scenarios we hope players will identify how these practices can be applied in many real-life settings."

All participants compete against other players around the nation for the best score. There are competitions for the best score on each individual assignment as well as to see who will get the best score overall. A new scenario will be released on the first of each month and will give players a chance to improve their score. In the virtual barn, just as in real life, each action taken makes a difference.