HOW DO YOU PROTECT YO	OUR HERD FROM FLIES?
Fly control requires an integrated approa a Treats the cattle b Treats the envir	
Ask yourself the following questions to s production by reducing fly numbers. Disc Health Advisor and choose at least two t	cuss the outcome with your vet or Animal
Treat the cattle	Grazing location
 Adult fly control Do you use an effective, long lasting (minimum 8 weeks) fly treatment? ☐ Yes ☐ No 	 Do you graze your cattle on your highest and most exposed ground in spring and summer? Yes No
Treat the environment	Environmental control
Adult fly control	» Do you clean pens and yards regularly?
 » Do you use sticky tapes? Yes No » Do you have UV electric zappers? Yes No » Do you use knock down insecticides (in back pack)? Yes No 	 Yes
» Do you maintain your window	» Do you store hay bales off the ground?

No

No

No

» Do you dispose of carcases and

No

» Do you start cattle and environmental

on your sticky tapes or UV zapper?

No

treatment as soon as you spot a fly caught

Yes

Yes

Treat early

Yes

the buildings? Yes

afterbirth quickly?

» Do you screen the milking parlour?

» Do you cut the vegetation around

Larvicidal control

as possible?

Yes

Yes

screens (14-16 mesh)?

No

» Do you keep doors closed as much

No

» Do you use a larvicide on manure piles?

Yes No

» Do you use a larvicide on other potential breeding sites?

Yes No

Wind speed

» Do you have a fan in your parlour?

Yes	N

FARM CONTROL PLAN

Set out your Fly Control Plan for this year below.

Start date:

RECOMMENDED ACTION	TIME

References: 1. Economic Impact of Stable Flies (Diptera: Muscidae) on Dairy and Beef Cattle Production: David B. Taylor et al. Entomol. 49(1): 198-209 (2012). 2. Proceedings of the British Mastitis Conference 1998, Axient/Institute for Animal Health, Milk Development Council/Novartis Animal Health, p46-53. Update on Summer Mastitis, Elizabeth Berry. 3. Bruce and Decker (1958) The Relationship of Stable Fly Abundance to Milk Production in Dairy Cattle, Journal of Economic Entemology.

Butox® Swish, Pour-on Suspension 7.5 mg/ml contains deltamethrin and is indicated for the control of biting and nuisance flies of cattle and the control of biting and sucking lice of cattle. POM-VPS.

Further information is available from the SPC, datasheet or package leaflet.

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Advice should be sought from the medicine prescriber.

Prescription decisions are for the person issuing the prescription alone. Use Medicines Responsibly.

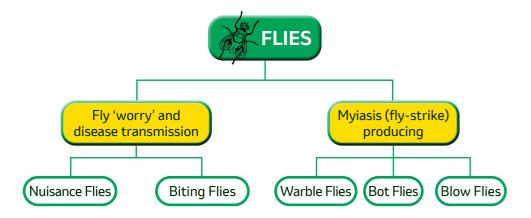
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Why you should protect your herd from flies



Flies, particularly nuisance flies, can cause problems for both dairy and beef herds in numerous different ways which all reduce production.

- In the parlour¹
- » Severely reduce milk yield
- » Increased kicking
- » Risk to milking team
- At pasture¹
- » Decrease weight gain by up to 0.5kg per day
- » Less time grazing
- » Restless, bunched together
- » Running around

- Spreading disease²
- » New Forest Eye ('Pink Eye')
- » Summer Mastitis
- » Bluetongue and Schmallenberg (midges)
- Economic impact^{1,3}
- » Studies have shown that for stable flies alone each fly can reduce a dairy cow's daily milk production by 0.6 - 0.8%
- » Growth rates can also be affected, with an estimated reduction of 0.5kg per calf per day

HOW MUCH IS THIS COSTING YOU?

This obviously depends on market prices and the severity of your fly burden. Below are some example calculations to give you an idea of how much money a fly problem could be costing.

GROWTH LOSSES

Losses on growth rate:

- 0.5kg/animal/day
- Over 70 days (10 weeks where a fly treatment could give protection) at pasture
- = 35kg less weight gain
- £2/kg liveweight
- = £70/animal LOST

120 animal herd: £70 x 120 =

£8,400 LOST over 10 weeks

MILK LOSSES3

With an example price of 22 pence per litre for milk, the calculation below gives an example of how a fly problem could reduce production.

Losses on milk production in a 120 cow dairy herd:

- 0.7% reduction/fly/cow/day
- IF 10 flies/cow= 7% reduction/cow/day
- @25L/cow = **1.75L/cow/day**
- IF 50% herd affected = 60 x 1.75L = 105L/day
- 105L × 22p = **£23.10/day**
- £23.10 x 70 days =

£1,617 (7,350L) LOST over 10 weeks

FLY TREATMENT VALUE CALCULATOR

Weigh up your fly treatment options using this comparison calculator.

FLY TREATMENT	EXAMPLE	OPTION 1	OPTION 2
What size pack do you buy?	2.5 litres		
How much does your fly treatment cost? (1 pack)	£85		
How many doses do you get per pack?	83		
What is the cost per dose? (Pack price ÷ doses per pack)	£1.02		
What is the minimum number of weeks this product lasts according to the datasheet?	8		
How many times will you need to apply fly treatment this season?	2		
What is the cost per week per cow? (Cost per dose ÷ weeks product lasts)	0.13		

