

Fly control requires an integrated approach which:

Ask yourself the following questions to see where you could improve your production by reducing fly numbers. Discuss the outcome with your vet or Animal Health Advisor and choose at least two things you will do differently this season.

## Adult fly control

☐ Yes      ☐ No

## Adult fly control

☐ Yes      ☐ No

☐ Yes      ☐ No

☐ Yes      ☐ No

☐ Yes      ☐ No

☐ Yes      ☐ No

☐ Yes      ☐ No

☐ Yes      ☐ No

☐ Yes      ☐ No

☐ Yes      ☐ No

☐ Yes      ☐ No

☐ Yes      ☐ No

☐ Yes      ☐ No

☐ Yes      ☐ No

☐ Yes      ☐ No

☐ Yes    ☐ No

the buildings?

afterbirth quickly?

☐ Yes      ☐ No

Set out your Fly Control Plan for this year below.

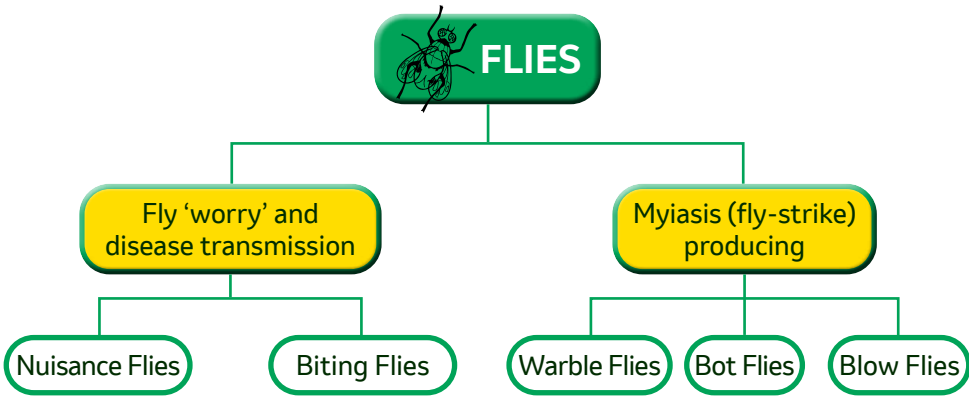
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Butox® Swish, Pour-on Suspension 7.5 mg/ml contains deltamethrin and is indicated for the control of biting and nuisance flies of cattle and the control of biting and sucking lice of cattle. **POM-VPS.**  
Further information is available from the 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.  
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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 parlour<sup>1</sup>**
  - » Severely reduce milk yield
  - » Increased kicking
  - » Risk to milking team
- **At pasture<sup>1</sup>**
  - » Decrease weight gain by up to 0.5kg per day
  - » Less time grazing
  - » Restless, bunched together
  - » Running around
- **Spreading disease<sup>2</sup>**
  - » New Forest Eye ('Pink Eye')
  - » Summer Mastitis
  - » Bluetongue and Schmallenberg (midges)
- **Economic impact<sup>1,3</sup>**
  - » 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<sup>1</sup>

#### 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 LOSSES<sup>3</sup>

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 x 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		



**Two flies  
can become  
1 million  
in 4 months  
if left untreated**

