

The right choice for cattle, the environment and you.

The unique formulation of Altosid® IGR makes it the right choice for your cattle, the environment and you. Used as directed, Altosid IGR is not harmful to birds, fish, reptiles, mammals or beneficial insects.

In addition, there is widespread horn fly resistance to organophosphates and pyrethroids. Yet, even after years of use, there is no known field resistance to Altosid IGR.

You can feed Altosid IGR to beef and dairy cows, and no withdrawal times are required.

Choose the horn fly control product that's effective, economical (as little as 3 to 5 cents per head per day) and convenient. This year, feed Altosid IGR to your herd.

Available in these great formulations:

- Altosid IGR 0.4% Premix
- Altosid IGR 0.01% or 0.02% Block
- Altosid IGR 0.01% or 0.02% Granules
- Altosid IGR 0.005% Tub or Block
- NEW! Altosid IGR 0.0025% Tub or Block
- Altosid IGR Custom Liquid Feed
- Altosid IGR Custom Blocks and Minerals

**To learn more about Altosid IGR Feed-Thru,
ask your feed supplier, call 1-800-347-8272
or visit www.AltosidIGR.com.**



Peaceful. Profitable. Horn fly free.



Always read and follow label directions.
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Altosid® IGR. The right horn fly control for today.

The most convenient way to control horn flies in beef and dairy cattle is to give them a supplement or feed containing Altosid® IGR Feed-Thru.

Altosid IGR is an insect growth regulator (IGR) that passes through the animal and into the manure, where horn flies lay their eggs. It breaks the horn fly life cycle by preventing pupae from developing into biting adult flies.

Altosid IGR eliminates the expense, labor and stress on your cattle associated with some other fly control methods. There's no need to round up or handle cattle, because the animals spread the horn fly control as they graze.

Controls Resistant Flies

The active ingredient in Altosid IGR is (S)-Methoprene, a copy of the horn fly's own biochemicals. (S)-Methoprene is the ideal fly control ingredient for today's environmentally conscious producer.

Fly control facts.

(S)-Methoprene even controls horn flies resistant to the organophosphates and pyrethroids commonly used in conventional horn fly control products. In more than 25 years of use, there have been no known cases of flies being resistant to (S)-Methoprene.

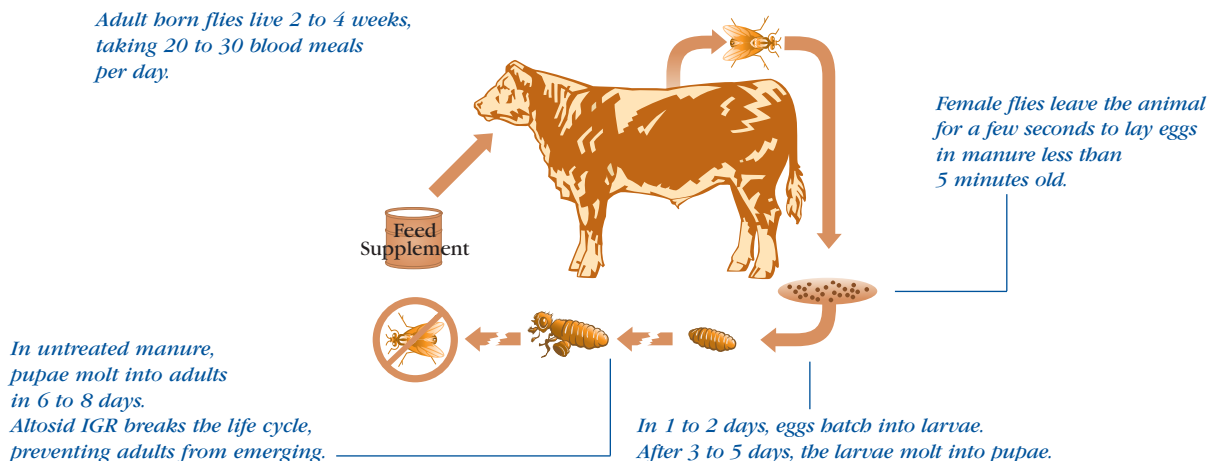
The Facts About Horn Flies and Beef Cattle

- In North America, horn flies cause an economic loss of nearly \$1 billion each year.¹
- Controlling horn flies will have a positive economic impact on your herd.

Financial Facts

- Horn flies can cause 15 lbs. to 50 lbs. of weight loss per head during the summer season.
- At \$0.90 per pound, a 30 lb. weight loss results in a \$27.00 average loss per head.
- An Altosid IGR Feed-Thru investment of \$4.50 to \$5.50 per cow/calf pair for a summer feeding season will provide returns from 6:1 up to 10:1.

Interrupting the horn fly life cycle.





Return on investment calculator.

Horn flies are a serious threat to beef cattle — and your bottom line. To find out just how much of a threat, fill out the worksheets below. You'll see the advantages of adding Altosid® IGR Feed-Thru for horn fly prevention and the kind of return you can expect on your Altosid IGR Feed-Thru investment.

STOCKER CATTLE ROI CALCULATOR

Studies have shown stocker cattle can incur a 14 percentⁱⁱ reduction in average daily gain over a 120-day fly period. That can translate into a reduction in average daily gain of 0.2 lb. per day.

Figuring the value of stocker cattle weight loss due to horn flies

- A. Fill in your average stocker weight per head at season end _____ lbs.
- B. Potential weight loss per head per season $0.14 \times A =$ _____ lbs.
- C. Fill in the total number of head in your stocker cattle herd _____
- D. Potential weight loss per season for your herd $B \times C =$ _____ lbs.
- E. Fill in the sale price of stocker cattle in \$/hundredweight \$ _____
- F. Total value of herd weight loss $0.01 \times D \times E =$ \$ _____

Figuring the return from using Altosid IGR Feed-Thru

- G. Number of cows in your herd (from line C) _____
- H. Herd cost per day to use Altosid IGR $0.04 \times G =$ \$ _____
(Average IGR cost of Fly Control is 3 to 5 cents per head per day)
- I. Altosid IGR program cost per 120-day fly season $120 \times H =$ \$ _____
- J. Return on investment in Altosid IGR per season $F - I =$ \$ _____ ROI

Net herd season savings \$ _____

WEANING WEIGHTS (COW/CALE) ROI CALCULATOR

Weaning weights of calves on cows with an Altosid IGR Feed-Thru program are higher by an average of 14 lbs., or 4.3 percentⁱⁱⁱ due to increased availability of cow's milk.

Figuring the value of weaning weight loss due to horn flies

- A. Fill in your average weaning weight per head _____ lbs.
- B. Potential weight loss per head per season $0.043 \times A =$ _____ lbs.
- C. Fill in the total number of head weaned per year in your herd _____
- D. Potential weight loss per season for your herd $B \times C =$ _____ lbs.
- E. Fill in the sale price of weaned calves in \$/hundredweight \$ _____
- F. Total value of herd weight loss $0.01 \times D \times E =$ \$ _____

Figuring the return from using Altosid IGR Feed-Thru

- G. Number of cows in your herd (from line C) _____
- H. Herd cost per day to use Altosid IGR $0.04 \times G =$ \$ _____
(Average IGR cost of Fly Control is 3 to 5 cents per head per day)
- I. Fill in the number of days cows will be on Altosid IGR _____
- J. Altosid IGR program cost per season $H \times I =$ \$ _____
- K. Return on investment in Altosid IGR per season $F - J =$ \$ _____ ROI

Net herd season savings \$ _____

^{ii, iii} "A Review of Ectoparasites and Their Effect on Cattle Production," *Journal of Animal Science*, Vol. 70, p.599.

Build a season-long control program around **Altosid® IGR.**

Left untreated, a few horn flies can quickly explode to a population of 1,000 to 4,000 flies or more per animal.

Scientists estimate that an economical, effective program keeps the fly population below 200 flies per animal. Occasionally, adult flies migrate from other herds. Feed-throughs, like Altosid IGR, do not kill adult flies. However, Altosid IGR does prevent flies from successfully multiplying, breaking their life cycle.

Horn flies emerge in the spring, when average daily temperatures reach 65° F for a period of at least two weeks.

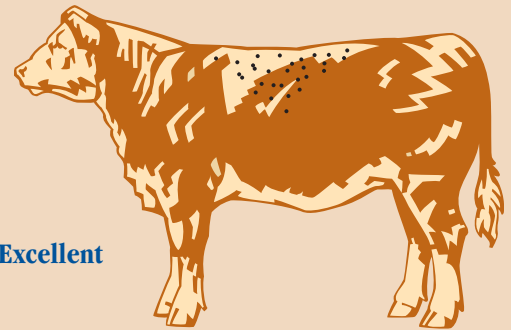
For effective horn fly control with Altosid IGR:

- begin feeding the product before flies appear.
- if feeding in free choice feeds, such as mineral supplements, put out a 5 to 7 day supply. Protect from rain.
- use one feeder per 15 to 20 animals.
- place the feeders near watering holes or loafing areas.
- check feed consumption for a few days. Increase or decrease the number of feeders or move them, if necessary, to adjust for proper consumption.

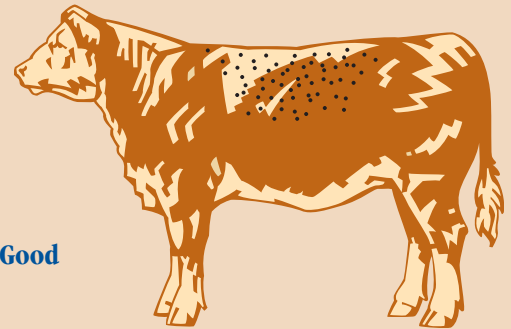
In most years, Altosid IGR alone provides excellent season-long control when used as directed. If fly populations exceed acceptable levels (likely due to migration from untreated neighboring pastures), use an approved adulticide such as Prolate/Lintox-HD to knock back the fly population.

An effective program keeps horn fly levels to less than 200 per animal. Use this handy guide to help evaluate the horn fly population on your cattle. It's easiest to check horn flies in the early morning, when they usually are on the upper side of the animals.

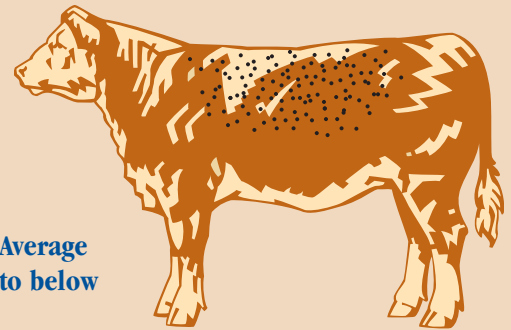
Fly population evaluation guide.



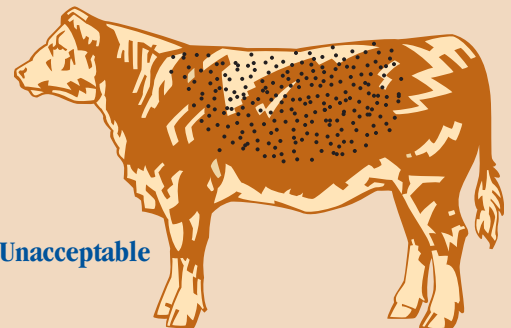
Excellent



Good



Average to below



Unacceptable