



**DOING NOTHING
IS NOT HOW YOU
GOT HERE.
PROTECT YOUR HERD AGAINST HORN FLIES.**

Take Action Against Horn Flies

The constant biting of horn flies inflicts excessive stress on cattle. A “do-nothing” approach can do some real damage; fly counts can reach up to 2,000 flies per animal, taking up to a gallon of blood in a 135-day fly season. Take action against horn flies all season with Altosid® IGR and you will see a difference in your herd. Begin by putting Altosid® IGR in your feed supplement in the spring, 30 days before overwintering flies emerge. Continue adding Altosid® IGR throughout the summer until 30 days after

first frost to help prevent horn flies from overwintering again. A 30/30 program will put you on target to help keep your cattle productive and profitable. Altosid® IGR is smarter fly control, built by science.



Fly Control Built by Science

**• SIT BACK •
and
DO NOTHING?**

**— YOU ARE NOT THE —
“DO NOTHING”
TYPE.**

**➔ DO SOMETHING ➔
ABOUT HORN FLIES.**

The economics of controlling horn flies

- The horn fly is one of the most economically damaging pests of pasture cattle in the United States, costing cattle producers approximately \$1 billion every year.¹
- Stocker cattle can incur a 14% reduction in average daily gain when horn flies are above the economic threshold of 200 flies per animal.²
- An Altosid® IGR investment of \$4.50 to \$5.50 per cow/calf pair for a summer feeding season will provide returns from 6:1 to 10:1.

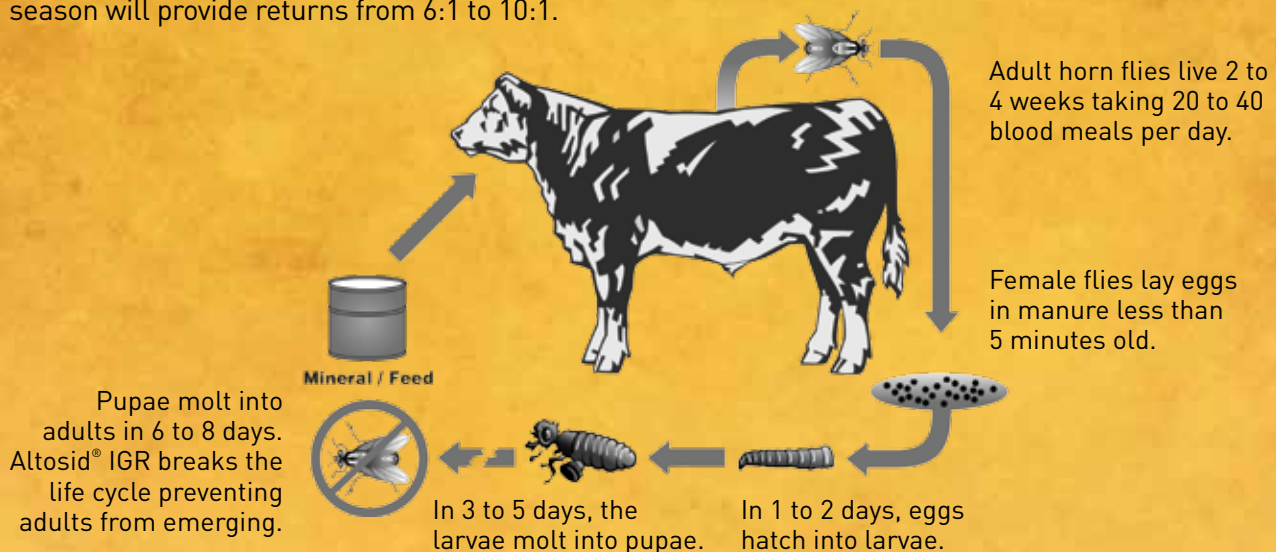
The mechanics of controlling horn flies

- The active ingredient in Altosid® IGR has no known horn fly resistance and is not harmful to beneficial insects, such as dung beetles.
- 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.

The source to help control horn flies

- Altosid® IGR is available in mineral blocks, tubs, liquid feed supplements and as a premix that can be top dressed or mixed into feed.
- When using Altosid® IGR in free choice feeds, put out a 5- to 7-day supply.
- Use one feeder per 15 to 20 animals.
- Place feeders near watering holes or loafing areas.
- Check feed consumption every few days, 30 days prior to fly emergence.

To learn more about Altosid® IGR ask your feed supplier, call 800.347.8272 or visit www.AltosidIGR.com.



¹ USDA Report

² "A Review of Ectoparasites and Their Effect on Cattle Production," Journal of Animal Science, Vol. 70, p.599. ©1992.

ALTOSID
IGR

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