

HORN FLY PROBLEM “NIGHT AND DAY”

for Georgia Beef Ranch Using Altosid® IGR and ClariFly® Larvicide.

“There will always be flies in the deep south, there’s no way around that.”

That’s according to Chris Heptinstall, general manager of Salacoa Valley Brangus in Fairmount, Georgia. But to Heptinstall’s relief, he has been able to minimize the impact of flies on his 750-cow operation through the use of Altosid® IGR and ClariFly® Larvicide from Central Life Sciences.

Started by owner David Vaughan more than 30 years ago, Salacoa Valley Brangus is a commercially-focused beef operation producing range bulls in volume. The ranch currently has more than 500 registered cows and 250 commercial cows.

“Flies were a huge nuisance on the operation, and we’d tried just about everything to control them,” said Heptinstall.

His fly problem consisted of primarily face and horn flies, and Heptinstall said past efforts included ear tags and back rubs.

“They’d work for a while, but then we’d have to go back and re-treat. They were creating an unneeded labor expense in addition to the impact they had on our cattle and employees.”

When horn flies are not kept under the economic threshold, less than 200 flies per cow, they can have a negative effect on an operation’s bottom line. It is estimated that they cost North American cattlemen over \$1 billion in annual losses.

Looking for a better way to manage his fly problem, Heptinstall reached out to Rick Short, a sales representative with Central Life Sciences. After touring the premises and seeing the fly problem firsthand, Short recommended the use of Altosid® IGR for cattle on pasture and ClariFly® Larvicide for the bull test station.

“After using both products on the operation, the difference was night and day,” said Heptinstall.

Altosid® IGR is a feed-through insect growth regulator (IGR) that breaks the horn fly life cycle, preventing pupae from developing into biting adult flies. Its active ingredient is (S)-methoprene, a copy of the fly’s own biochemicals that keeps fly pupae in a juvenile state until they die. Altosid® IGR is used on cattle raised on pasture where horn flies are the predominant fly species of concern.

For cattle raised in confinement, ClariFly® Larvicide is a feed supplement that prevents house flies, stable flies, face flies, and horn flies from developing in and emerging from the manure of treated cattle. Unlike conventional insecticides that attack the nervous system of insects, ClariFly® Larvicide works by interrupting the fly’s life cycle, rather than through direct toxicity. When mixed into cattle feed, ClariFly® Larvicide passes through the digestive system and into the manure. ClariFly® Larvicide, with the active ingredient diflubenzuron, is able to disrupt the normal molting process of the fly larvae with only very small concentrations.

Following label directions, Heptinstall started administering both Altosid® IGR and ClariFly® Larvicide in the spring. By the “second hatch” there was hardly any noticeable fly activity.



"I'm very pleased with the success we had," said Heptinstall. "The convenience alone of being able to put the products in the feed outweighs any other fly control method that I've seen. There's simply no stress with this method."

Heptinstall added that the use of Altosid® IGR and ClariFly® Larvicide was also more cost-efficient than other methods when factoring in labor cost savings without the need to continually reapply a product.

The cost of adding Altosid® IGR and ClariFly® Larvicide to an integrated pest management (IPM) program is estimated at between 3 and 5 cents per head/per day. For many operations, this cost is easily offset by preventing profit loss as a result of horn flies.

The adult horn fly is a biting insect that takes 20 to 30 blood meals a day. Left untreated, a few adult horn flies can quickly explode to a population of 4,000 flies or more per animal. The resulting stress interrupts the grazing patterns of cattle and causes them to expend energy in an attempt to dislodge the flies.

According to university research, calves from badly infested herds gain weight more slowly than normal calves and are lighter at weaning by 10 to 25 lbs. If severe infestations are left untreated, cows can lose body condition during the critical breeding period. For Salacoa Valley Brangus, horn flies no longer present any such problems.

"Simply put, both products did exactly what they were supposed to do," said Heptinstall. "I would recommend ClariFly® and Altosid® IGR to anybody."



For more information about Altosid® IGR visit altosidigr.com; for ClariFly® Larvicide visit centralflycontrol.com; or call 1-800-347-8272.

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