



## FLY CONTROL

Published reports estimate the economic impact of the horn fly problem at over \$875 million per year. Poor reproductive performance and calf development are two of the major issues. Studies show horn fly infestations can reduce weaning weights by as much as 25 pounds, reduce growth rates in replacement heifers by up to 14% and reduce daily gains in yearlings and stockers by 0.2 pounds per day! In addition, horn fly control programs can cost producers thousands of dollars a year... until now.

### BREAKING THE CYCLE

**SmartLic NE-22 IGR, NE-Mag 22 IGR, NE-30 IGR** and **MinLic IGR** supplements fortified with Altosid®, offer the most effective and convenient way to control horn flies in beef and dairy cattle. Altosid helps reduce horn fly populations by breaking the life cycle of the fly, preventing the development of biting adult flies. By providing IGR fortified SmartLic supplements producers can effectively stop the cycle of horn flies and help improve the performance of their cattle.

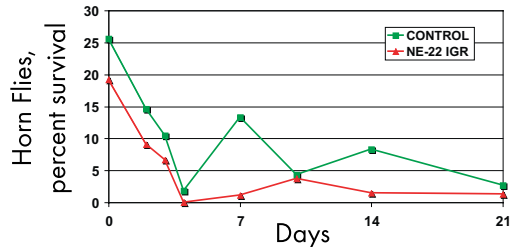


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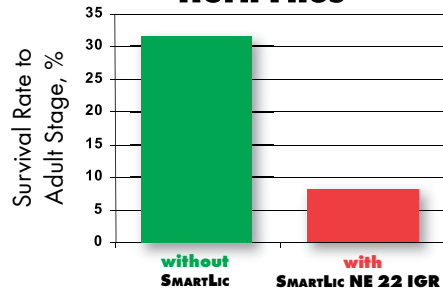
### RESEARCH

Kansas State University research completed in 2005 shows that feeding **SmartLic IGR** supplements fortified with Altosid to cattle significantly decreases the survival rate of emerging horn flies. New Generation Feeds is the only block manufacturer to have its own fly control research.

### Horn Fly Survival \*



### Horn Flies \*



\* Kansas State University Research

### THE RIGHT INGREDIENTS

**NE-22 IGR, NE-Mag 22 IGR, NE-30 IGR** and **MinLic IGR** supplements contain 0.005% and 0.01% of the active ingredient methoprene respectively. When fed properly these supplements will provide a sufficient amount of insect growth regulating methoprene to prevent the emergence of adult horn flies from the manure of treated cattle. Existing adult horn flies will not be affected. For best results, start feeding **NE-22 IGR, NE-Mag 22 IGR, NE-30 IGR** or **MinLic IGR** before the horn fly season starts and continue until cold weather marks the end of the fly season. Altosid Insect Growth Regulator is a registered trademark of Wellmark International.

Take control of your fly problems. Break the fly cycle. Feed **SmartLic IGR** supplements.



SmartLic® is a registered trademark of New Generation Feeds.

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