



## Pertinent IGR 10.5% Feed-Thru

### The Problem **Horn Fly Control**

Horn flies are the number one economic ectoparasite in North American cattle production, causing an estimated \$1 billion loss annually. Adult horn flies live 2-4 weeks, taking 20-40 blood meals per day. The life cycle of horn flies happens almost exclusively in cattle manure: the fly lays eggs in the manure that hatch into larvae in two days, molt into pupae in 3-8 days and into adults in 9-17 days. The adults live between 2-4 weeks.

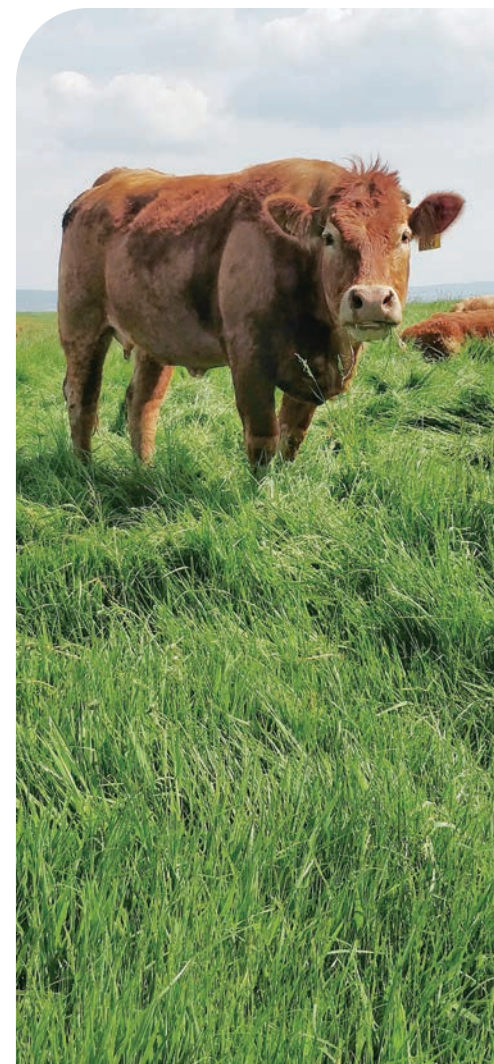
### The Solution **Pertinent IGR 10.5% Feed-Thru**

Pertinent IGR 10.5% Feed-Thru is a concentrate containing (S)-methoprene, an Insect Growth Regulator (IGR), at 10.5% concentration. It is a Manufacturing Use Product (MUP) specially designed for feed mill formulation into end-use products (Loose Mineral, Blocks, Tubs, Pre-Mix Concentrate). Pertinent IGR 10.5% Feed-Thru is EPA registered for use in cattle feeds to prevent the breeding of horn flies in the manure of treated cattle and comes as a 20-pound bucket.

**Pertinent IGR 10.5% Feed-Thru is the same concentration as its main competitor but costs about 15% less.**

### How It Works

(S)-methoprene is an IGR: IGRs break the life cycle of insects by preventing eggs, larvae and pupae from maturing to the biting adult stage. When the cattle eat feed or lick a tub or block treated with (S)-methoprene, the IGR passes through the animal and into the manure, where horn flies lay their eggs. Pupae that are exposed to (S)-methoprene in the manure cannot develop into biting adult flies. Unlike ear tags and sprays, there's no need to round up or handle cattle because the animals spread the active ingredient as they graze.





## Incorporation Rates

- If mineral supplements are provided at 4 ounces per day, incorporate 2 pounds of Pertinent IGR 10.5% Feed-Thru for every ton of mineral supplement.
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## Technical Benefits

- No extra work is needed rounding up or handling cattle, unlike ear tags, back rubbers and sprays. The animals distribute the active ingredient for you.
- No withdrawal times are required before culling or milking.
- Very low resistance in nearly 50 years of use – a common problem for other horn fly control options such as ear tags if not administered properly.

## Economic Benefits

Horn flies cause losses in animal productivity and reduce weight gain. A treatment with (S)-methoprene-containing products can improve weight gain up to 15%. At less than 2 cents per day per animal, Pertinent IGR 10.5% Feed-Thru can provide a return on investment of close to 15:1 (compared cost of treatment and gain in animal weight).

## Order Information

- Minimum purchase is 2 x 20 lb. buckets.
- Freight is free for minimum purchase.
- There is no contract commitment.
- To order: [info@pertinenteco.com](mailto:info@pertinenteco.com) or call 919.676.8644



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