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## **Beef Expo 2012: Novartis offers advice on fly control and the chance to win a Morris Cattle Crush**

**21st May 2012** – Staff from Novartis Animal Health will be on hand at Beef Expo 2012 to advise farmers about the importance of thorough fly control during the summer months, with particular relevance to insect borne diseases such as Schmallenberg Virus. The event takes place on May 24<sup>th</sup> at the Three Counties Showground, Malvern.

Farmers will also have the chance to win one of three Morris Cattle Crushes worth up to £1,850, on offer as prizes in the Novartis Animal Health Flypor competition. To enter, visit [www.farmanimalhealth.co.uk/resources/win-with-flypor](http://www.farmanimalhealth.co.uk/resources/win-with-flypor) or come to the Novartis stand on the day.

Thomas Tiley, Professional Services Vet at Novartis Animal Health, said Flypor<sup>®</sup> has shown *in-vitro*\* activity against midges and can be repeated at four week intervals in cattle. It also has the added benefit of protection from lice and mange.

“Schmallenberg Virus can cause a brief drop in milk yield, diarrhoea and fever in adult cattle, and when dams are infected during pregnancy, serious deformities in calves. The virus has had serious effects in the UK sheep flock this year and has also been found on many cattle farms.

“Farmers should remember the main risk period is thought to be during pregnancy, so in the summer months it is well worth taking the appropriate precautions to protect autumn calving cattle”, advises Thomas.

“Using anti-fly products in cattle can also have benefits across the board by helping maintain productivity and preventing the spread of other diseases carried by flies, such as New Forest Eye or Summer Mastitis,” he said.

Novartis Animal Health is running regular updates on Schmallenberg Virus on its farm animal health website. For more information go to: [www.farmanimalhealth.co.uk/latestdiseaseupdates](http://www.farmanimalhealth.co.uk/latestdiseaseupdates)

### **Reference :**

\* “Effects of permethrin (Flypor<sup>®</sup>) and fenvalerate (Acadrex<sup>®</sup>60, Arkofly<sup>®</sup>) on *Culicoides* species - the vector of *Bluetongue virus*.” - Schmahl, Klimpel, Walldorf, Schumacher, Jatzlau, Al-Quraishy and Mehlhorn (2008) Institute of Zoomorphology, Cytology and Parasitology, Heinrich Heine University, 40225 Düsseldorf, Germany, Parasitology Research 2009 Mar;104(4):815-20. Epub 2008 Nov 18.

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Flypor<sup>®</sup> Pour-on Solution contains 4% (w/v) Permethrin (cis:trans 80:20). Flypor is a registered trademark of Novartis AG, Basle, Switzerland. Advice on the use of this or alternative medicines must be sought from the medicine prescriber. **Use medicines responsibly** ([www.noah.co.uk/responsible](http://www.noah.co.uk/responsible)) Legal category: POM-VPS

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**About Novartis Animal Health**

Novartis Animal Health researches, develops and commercializes leading animal treatments that meet the needs of pet owners, farmers and veterinarians. Headquartered in Basel, Switzerland and present in nearly 40 countries, Novartis Animal Health employs approximately 2,900 people worldwide. For more information, please visit [www.ah.novartis.com](http://www.ah.novartis.com) or in the UK & IE visit [www.farmanimalhealth.co.uk](http://www.farmanimalhealth.co.uk)

**About Novartis**

Novartis provides innovative healthcare solutions that address the evolving needs of patients and societies. Headquartered in Basel, Switzerland, Novartis offers a diversified portfolio to best meet these needs: innovative medicines, eye care, cost-saving generic pharmaceuticals, preventive vaccines and diagnostic tools, over-the-counter and animal health products. Novartis is the only global company with leading positions in these areas. In 2011, the Group's continuing operations achieved net sales of USD 58.6 billion, while approximately USD 9.6 billion (USD 9.2 billion excluding impairment and amortization charges) was invested in R&D throughout the Group. Novartis Group companies employ approximately 124,000 full-time-equivalent associates and operate in more than 140 countries around the world. For more information, please visit <http://www.novartis.com>.

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