

Y-TEX 4-Year Insecticide Tag Rotation Program



Key Feature #1:

Four-year, four chemical class insecticide tag rotation program

Its Benefit:

- ▶ Assists in staying ahead of pest resistance with chemical class rotation (Always rotate between chemical classes, not just product brand names.)

Key Feature #2:

Five premium insecticide ear tag options

Its Benefit:

- ▶ Cost-effective pest control for cattle
- ▶ Slow release, contact insecticide
- ▶ 3-5 month efficacy claim period

Key Feature #3:

Key part of an effective pest control plan

Its Benefit:

- ▶ Pest control is critical for optimal animal production and welfare
- ▶ Assists in reducing the \$1 billion U.S. cattle producers lose annually due to horn flies and other pests

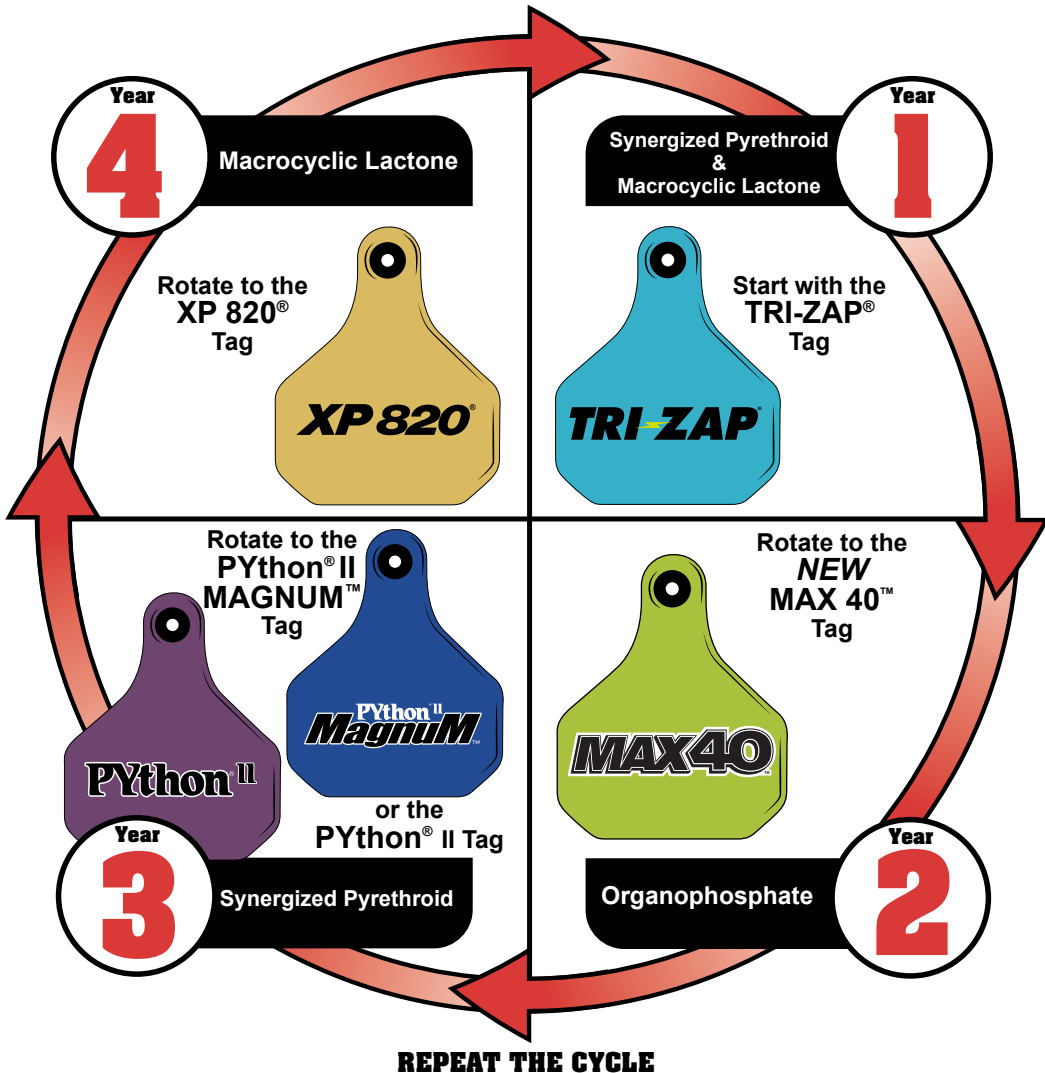
Y•TEX®

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The NEW Insecticide Tag Rotation Program



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CHECK-OFF & ECHO NOTES

First, always ask if a Y-TEX representative has been in contact recently:

Doctor, are you aware of Y-TEX's 4-year rotation program?

If **YES**, confirm and discuss benefits.

If **NO**, engage/detail the customer as the primary contact.

Confidence

I believe that proper pest control is vital to herd health because horn flies and other pests cost U.S. cattle producers over \$1 billion in lost weight gains and increased herd health costs. Cattle with proper fly control have been shown to gain more weight and are less likely to spread diseases, such as pink eye. Insecticide ear tags are a cost-effective, long-lasting pest control option.

Neutral invitation

Let's take a better look at Y-TEX's 4-year, 4 chemical class rotation program...

It's the customer's decision

...would you like to make the Y-TEX 4-year rotation program part of an effective fly control strategy for your customers?