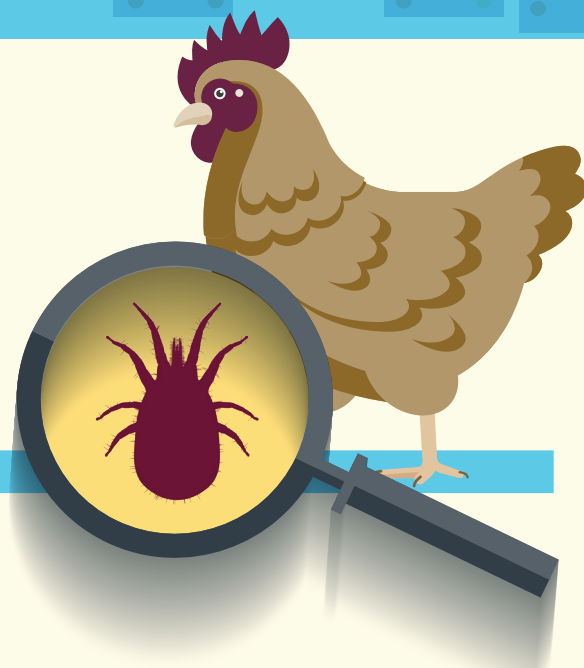


SEASONAL POULTRY RED MITE INFESTATIONS: — HOW TO PROTECT YOUR POULTRY AND PROFITS —

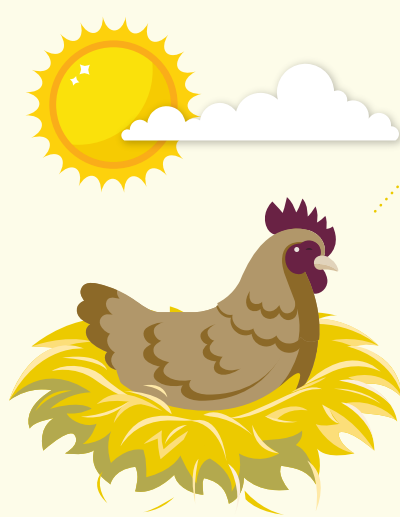
POULTRY RED MITES

(*DERMANYSSUS GALLINAE*)

Poultry Red Mites are external parasites that infest chickens worldwide, posing both health and economic threats.



AS TEMPERATURES RISE, SO DOES THE RISK OF POULTRY RED MITE INFESTATION...



WARMER WEATHER IN THE SPRING AND SUMMER PROVIDES A PRIME ENVIRONMENT FOR POULTRY RED MITE REPRODUCTION.

POULTRY RED MITES CAN SURVIVE FOR FOR UP TO 9 MONTHS WITHOUT FEEDING

on a host and their eggs can withstand temperatures below 0°C, waiting to hatch until temperatures rise again.ⁱ

Ideal conditions include temperatures ranging from

10-35°C

& 70% HUMIDITYⁱ

ONCE THE POULTRY BARN IS INFESTED,

the short lifecycle (~7-10 days) and warm temperatures help the Poultry Red Mite population grow rapidly and wreak havoc on your flock.ⁱⁱ

1 RED MITE



X

8 EGGS PER CLUTCH



=

244,140,625
RED MITES IN
JUST 12 WEEKS

ABOVE 45°C:

Extreme heat is lethal for mitesⁱⁱ

20-25°C:

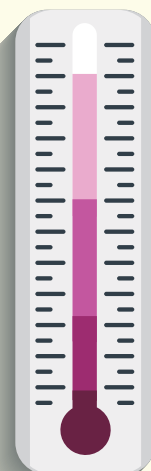
Ideal temperature for larvae and protonymphs to developⁱⁱ

20°C:

Ideal temperature for females to lay the most eggsⁱⁱ

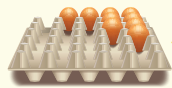
BELOW -20°C:

Extreme cold is lethal for mitesⁱⁱ



...AND THE POTENTIAL ECONOMIC LOSS FOR YOUR FARM

POULTRY RED MITE INFESTATIONS CAN IMPACT YOUR FARM'S PRODUCTION, CAUSING:



Decreased productivity of infested birdsⁱⁱⁱ

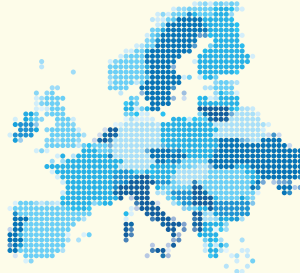


An increase in downgraded eggsⁱⁱⁱ



Disruption caused by traditional treatment regimensⁱⁱⁱ

THE OVERALL INFESTATION RATE HAS BEEN ESTIMATED TO BE 83% IN EUROPEⁱⁱⁱ, LEADING TO:



More than 300 MILLION infested hens in all production types^{iv}

Productivity losses of up to €2.50 PER HEN PER YEAR in high infestation environments^v

An annual cost of €360 MILLION to European poultry producers^{iv}

POULTRY RED MITES ARE ALREADY A LEADING CAUSE OF ECONOMIC LOSS IN EUROPE AND OTHER PARTS OF THE WORLD.

Other poultry mites, like Northern Fowl Mite (*Ornithonyssus sylviarum*) can also cause severe economic losses in chickens.

PROTECT YOUR FLOCK WITH EFFECTIVE POULTRY MITE CONTROL

EARLY CONTROL

is essential to prevent the seasonal spread of Poultry Red Mites



Follow these steps to protect your flock and profits from the devastating effects of Poultry Red Mite infestation:

PREVENT

Implement strict hygiene and biosecurity protocols on your farm, including measures for equipment, poultry and personnel

MONITOR

Regularly check your flock for Poultry Red Mites

TREAT

Effectively treat your flock at the first sign of Poultry Red Mites with a new parasiticide easily administered through the chicken's drinking water

TO DISCOVER BREAKTHROUGH POULTRY RED MITE CONTROL
CONTACT YOUR VETERINARIAN

Learn more at www.redmiteexpert.com

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