



REDUCING STRESS AS FLY SEASON STARTS

As temperatures rise in late spring and early summer, the population of flies increases dramatically. While often perceived merely as a nuisance, flies can significantly affect livestock health, productivity, and welfare if not properly managed. They irritate animals through biting, feeding, and constant disturbance, leading to stress behaviours such as tail flicking, stamping, head shaking, clustering together, and reduced grazing or resting time. Over time, this stress can diminish weight gain, milk production, and overall performance. Additionally, flies are known vectors for disease and can contribute to problems like fly strike in sheep, as well as summer mastitis or eye infections in cattle.

Early and ongoing control of parasites is far more effective and economical when started early. Waiting for animals to be visibly affected often means higher treatment costs, more labour, and greater production losses. At Severn Edge we encourage:

- Early seasonal planning for fly and parasite control
- Regular monitoring of stock, particularly vulnerable animals
- Use of licensed, appropriate products for your system; take a look at our online shop or call the team to see what we can offer
- Integrated control alongside nutrition, hygiene and pasture management.

There is no one-size-fits all solution when it comes to parasite control. Factors such as species, age, housing, grazing system, resistance risk and handling facilities all play a role in choosing the right approach. Our team can help:

- Choose the most appropriate control products
- Advise timing, application and resistance management
- Support herd and flock health planning throughout the season
- Assist with early diagnosis and prompt treatment when issues arise.



OFFER ENDS 31ST MAY 2026

SPECIAL OFFER

BUTOX SWISH ONLY
£59.50
+ VAT

CLIK EXTRA 5L ONLY
£240
+ VAT



PARASITE RESISTANCE: HOW DO WE KEEP THE TREATMENT WORKING
Over time, flies and mites can become resistant to parasite treatments if the same products are used repeatedly. Resistance means the treatment no longer works as well, allowing parasite numbers to build up faster and making control more difficult and costly. When the same active ingredient is used year after year, the strongest parasites survive and pass that resistance on. This is already becoming more common with both fly control products and mite treatments.

Why Alternating Treatments Matter

Alternating between products with different active ingredients helps slow the development of resistance. By changing how parasites are targeted, fewer survive to breed, keeping treatments effective for longer.

As temperatures rise, parasite pressure quickly follows. Taking a proactive approach to fly and mite control now helps protect animal health, welfare, and performance throughout the warmer month. Using treatments correctly, monitoring stock closely and alternating products where appropriate will reduce the risk of resistance and keep control options effective for the future. A planned, well-timed parasite programme not only saves time and money later on, but also supports healthier, more productive stock all season long.

DATES FOR THE DIARY

Beef Club Meeting

Date: 20th May

All about weighing calves, calf growth rates & feed conversion efficiency!

Flock Club Meeting

Date: 1st June

Join us for a post lambing debrief - what issues we have seen in practice and what lessons can we learn from them.

Please keep your eyes peeled for more information!



THE FARMER

TB TESTING | ON CALL NIGHTS | VET TRAINING |

IT'S TIME TO SAY GOODBYE

Celebrating Two of our Very Best Clinicains

Sadly, the time has come for both Pete Howman BVetMed MRCVS and Paul Verney BVM&S MRCVS to hang up their farm stethoscopes as they retire from their roles at Severn Edge Farm. With a combined service of over 75 years to Severn Edge, their departure will leave a significant gap in both experience and character.

Paul Verney was a partner at Severn Edge Vets and was based in Bridgnorth. In 2015, he retired from his small animal work and has since been an integral part of the Severn Edge Farm TB testing team. Over the years, Paul has been a hugely valued member of the testing team, always ready with entertaining on-farm stories drawn from more than nearly 50 years working with so many of our clients. He has also been a fantastic source of support to younger farm vets in the practice, remaining deeply interested in the profession and heavily involved in the Shropshire Veterinary Association.

Paul has now completed his final TB tests for Severn Edge Farm, bringing an era of dedicated service to a close.

Pete Howman will remain with the team until July, with his diary still filling up each day. Known fondly as our very own "James Herriot" — brown coat and all — Pete qualified as a veterinary surgeon in 1987 and has been part of the lives of many of our clients ever since having been based in Bewdley and Cleobury since then. He has been with the Severn Edge practice group since 2001 and, as lead vet at the Cleobury Mortimer practice, supported the team through the 2017 merger and purchase by CVS.

In recent years, Pete has continued to work part-time on farm and has acted as out-of-hours tutor for Megan and Holly. With a deep understanding of Shropshire farming and a genuine passion for surgery, he has always been willing to take on a challenge.

For over 30 years, Pete has been a go-to figure for both vets and farmers at Severn Edge Farm. We wish him all the very best in his well-earned retirement and future endeavours.



There will be a Severn Edge Farm Summer BBQ as a celebration- date to be published soon!

We are very much hoping that Paul and Pete will still be part of the Severn Edge Farm family and I sure they will be keen to raise a pint at Burwarton Show with you all.