Ruminant Health & Welfare: ACT on BTV-3 farmer social media posts May 2024

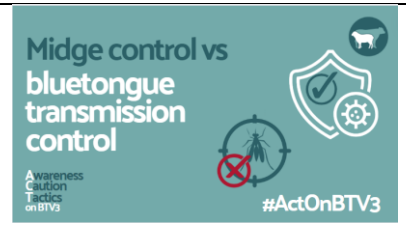
Accompanying copy for social media – find images here.

Content	Graphic
Over the coming weeks, we'll be providing information to support farmers to #ActOnBTV3 As we head into peak midge season, we must remain Aware, take Caution, and apply evidence-based Tactics against the latest strain of bluetongue. #bluetongue @ruminanthw	 1
Farmers can **act** on BTV-3 by being **aware** of how bluetongue is transmitted as a vector-borne disease, buy and move animals with **caution**, while taking **caution** against misinformation, and promote evidence-based **tactics** on-farm. #ActOnBTV3 @ruminanthw	 2
Industry organisations and experts across the four nations are working to support farmers with information about bluetongue as we enter peak midge season. The risk of BTV3 is very real and busting myths and misinformation plays a role in bridging the knowledge gap https://bit.ly/3QNoqgf #ActOnBTV3 @ruminanthw	 3

Released 20/5/24

Be Aware: A single bite from a single infected midge will reliably transmit BTV-3. With no vaccine currently available, it's vital to act with this knowledge in mind. Stay informed with up-to-date industry advice and guidance https://bit.ly/3QNoqgf #ActOnBTV3 @ruminanthw	 4
One bite is all it takes. A single infected midge can transmit bluetongue to your livestock. Be aware and stay informed about what the evidence recommends, be cautious against misinformation https://bit.ly/3QNoqgf #ActOnBTV3 @ruminanthw	 5
There's no failsafe way to prevent midges from biting your animals, but you can act and do something by maximising natural ventilation. Use naturally windy pastures and exposed higher ground to your advantage. #ActOnBTV3 @ruminanthw	 6
Planning grazing conditions can help reduce the risk of midge bites. Choose high, windy fields for grazing during peak bluetongue season. Lower or sheltered areas like valleys will have higher midge activity. #ActOnBTV3 @ruminanthw	 7

When it comes to tactics for midge control, air movement is key. Farmers should act to maximise natural ventilation. It won't necessarily prevent bluetongue transmission, but it could potentially help reduce incidences of biting. #ActOnBTV3 @ruminanthw	 8
Boosting airflow to more than 3m/s in sheds using fans can reduce midge biting rates. Where it is appropriate and not impacting animal welfare, consider using powerful fans (over 3m/s airflow) to create an environment where midges struggle to fly. #ActOnBTV3 @ruminanthw	 9
Understanding midge activity can help you focus on more effective strategies. Midge populations are most active at dusk and dawn. Adjust your livestock's exposure to minimize risks where possible. #ActOnBTV3 @ruminanthw	 10
While it's challenging to stop midges completely, focusing on biosecurity during transportation and ensuring good farm practices can help reduce risk. #ActOnBTV3 @ruminanthw	 11

Let's bust some bluetongue myths! There is no current evidence to suggest insecticides or repellents stop the onward transmission of BTV3. Making informed choices and only use evidence-based tactics. View the latest advice: **https://bit.ly/3QNoggf** #ActOnBTV3 @ruminanthw	 12
Be cautious: No products are licensed specifically for Culicoides control. Using unlicensed products is not recommended and often ineffective when it comes to bluetongue. Focus on practical, proven measures. Good farm management is your best defence. #ActOnBTV3 @ruminanthw	 13
Any product being promoted as an effective measure against Culicoides, the type of midge that transmits bluetongue, is being sold 'off licence'. There is no evidence that insecticides prevent bluetongue transmission. Focus your efforts elsewhere, be aware of facts. #ActOnBTV3	 14
Beware of misinformation circulating about bluetongue. Midge control and transmission control of the virus are NOT the same. There is no evidence that repellents that serve to deter insects prevent the onward transmission of bluetongue. #ActOnBTV3 @ruminanthw	 15

More questions about bluetongue and not sure what to do to #ActOnBTV3, then check out the latest updates and FAQ's online at https://ruminanthw.org.uk/bluetongue-virus/ or call the dedicated bluetongue hotline: 024 77 71 03 86 #ActOnBTV3 @ruminanthw	 16