

# SHIELDSTRONG® DELIVERS VALUE

White Rock Dairy Increases Cow Comfort, Safety and Productivity



ShieldStrong®

White Rock Dairy is a first-generation dairy operation founded in 2013 in Peachland, North Carolina by Roddy Purser. Drew and Dakota Gibson, along with their 3-year-old daughter Pace, co-own and operate the 700-cow Jersey dairy. The diverse operation also includes 800 acres of row crops, three sow farms, and a layer poultry facility.

The business continues to expand, with plans to grow to 1,300 dairy cattle while incorporating Holstein genetics and a beef-on-dairy program. Known for embracing innovation, Drew is continually searching for technologies that improve efficiency, safety, and herd performance.

## SAFETY AND COW COMFORT BOOST PROFITS

With a diversified operation and plans for expansion, White Rock Dairy needed solutions that:

- Reduce employee exposure to chemicals
- Improve overall cow comfort
- Strengthen fly control during peak season
- Maintain or improve milk production despite heat and fly stress
- Provide top notch service and minimize labor demands

The ShieldStrong® Automated Fly Control System is customizable and automatically delivers the insecticide with no manual efforts needed for application. "Safety is a big plus for me. Learning that my employees didn't have to handle any chemicals or wear any PPE definitely caught my attention." Prior to installing the ShieldStrong system, cows at White Rock Dairy commonly displayed fly-stress behaviors such as bunching, swatting, and agitation, despite existing efforts including feed-throughs, barn fogging and fly baits. "We did not see the bunching of cows or constant swatting of flies after implementing the system, even during peak season. They were definitely more comfortable- even our nutritionist made comments about there not being any flies present on the cows."

The real impact came when Drew analyzed his data from May through September of 2024 vs. 2025. "Production did not slip as it normally would during peak fly season. In fact, we saw a 3.5 lb. increase per cow despite the fly pressure and added heat stress."



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## QUALITY AND SERVICE

Drew learned about Specialty Herd Solutions through a fellow dairyman who convinced him to take a meeting with the sales rep for the area. "At first I was skeptical, and I'm normally not married to brands- I rank service as most important." After hearing how the products and services could improve his operation, both the ShieldStrong® and HoofStrong® systems were installed in April of 2025. The fly system was turned on mid-April and peak fly season in North Carolina generally hits around May-June. "The products have worked well and they sell themselves. Specialty Herd Solutions has been outstanding to work with. If I have a problem, they are here within two days or less- you don't get that kind of service these days."

## THE SHIELDSTRONG ADVANTAGE

The ShieldStrong automated fly control system applies fly control product over the entire cow— not just along the top line. The system also features four, high quality spray nozzles with anti-drift functionality designed to precisely spray product in the designated spray zone. Sensors monitor when cows walk through the system, so it only sprays when cows are present, limiting waste and runoff and supporting environmental stewardship. Equipment is installed and maintained by Specialty Herd Solutions, including delivery and refills of their rotation of insecticide concentrates. Let ShieldStrong make fly control easy!



# \$360 MILLION PER YEAR

The U.S. dairy industry loses  
an estimated \$360 million  
per year due to productivity  
losses from flies.<sup>1</sup>

## MAKE FLY CONTROL EASY!



# ShieldStrong®

Contact Specialty Herd Solutions, at  
1-888-800-5898 or visit  
[hoofstrong.com/shieldstrong](http://hoofstrong.com/shieldstrong) for a  
free consultation today.