



**■ BASF**

We create chemistry

# Take back the farm

**Selontra**<sup>®</sup>  
Rodent Bait

Regain control of your operations with **Selontra**<sup>®</sup> rodent bait. With its fast colony kill<sup>1</sup> and impressive labor savings, **Selontra** rodent bait gives poultry producers the power to take on even the worst rat and mice infestations while saving valuable time and money. It controls entire infestations in as few as seven days<sup>1</sup> which lowers both labor and material costs. Its shortened baiting program requires less bait, and the stop-feed action of the active ingredient, cholecalciferol, can make a little go a long way: rodents eating enough for a lethal dose leave more for the rest of the colony<sup>2</sup>.

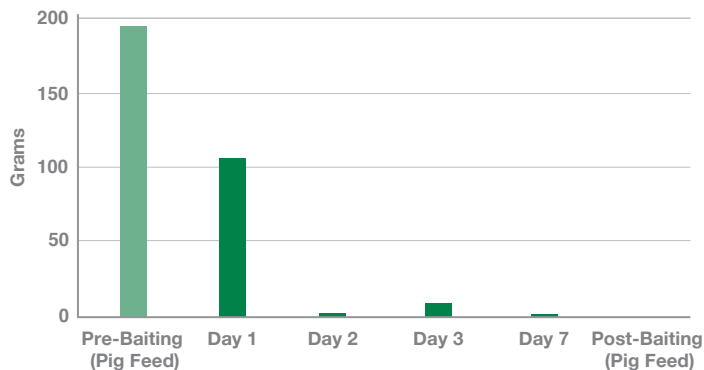
**Selontra** rodent bait contains an active ingredient effective against anticoagulant-resistant rodents<sup>3</sup>, and it demonstrates proven palatability<sup>1</sup> even when desirable food sources are available. With a durability that holds up in extreme hot and cold environments, **Selontra** rodent bait creates less waste.

**Selontra** rodent bait offers three major advantages to help you take back your poultry farm:

- **Fast colony kill:** Controls infestations in seven days in U.S. field trials
- **Efficient use of bait:** Allows for shorter baiting programs, less bait to kill populations, and reduced time and waste
- **Effective resistance management:** Kills anticoagulant-resistant rodents

## Fast colony kill and proven palatability

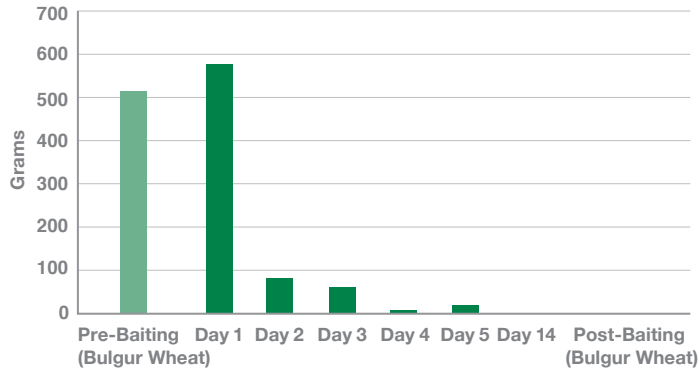
### Mice Consumption: Pre-Baiting, Baiting with Selontra Rodent Bait, and Post-Baiting



BASF U.S. Field Trial – NC Pig Farm (2016).

- 100% colony control achieved
- In spite of attractive food sources (e.g. pig feed), mice readily fed on **Selontra** rodent bait early in the baiting period

### Roof Rats Consumption: Pre-Baiting, Baiting with Selontra Rodent Bait, and Post-Baiting

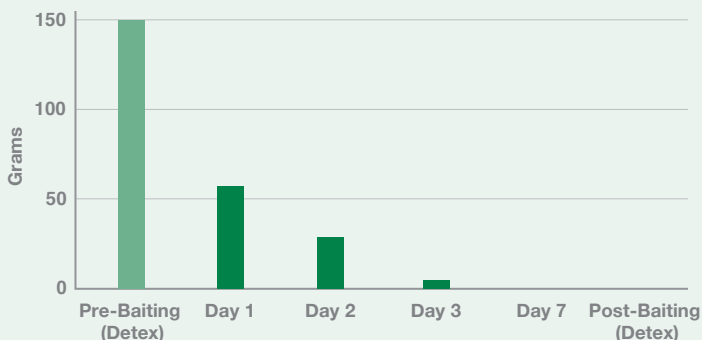


BASF U.S. Field Trial – New Orleans, LA (2016).

- 100% colony control achieved
- In spite of attractive food sources (e.g. human food waste, litter, restaurant waste, pet food, etc.), rats readily fed on **Selontra** rodent bait early in the baiting period

## Efficient use of bait

### Mice Consumption: Pre-Baiting, Baiting with Selontra Rodent Bait, and Post-Baiting



BASF U.S. Field Trial – Indiana Grain Farm, Site 1 (2017).

- 100% colony control achieved
- No feeding on **Selontra** rodent bait after day 3 indicates mice stopped feeding
- Significant feeding on **Selontra** rodent bait in spite of attractive competing food sources (e.g. grain)

## Effective at killing anticoagulant resistant rodents

Mice				
Strain	Resistance to anticoagulants	# of mice	Gender	Mortality (%)
Wild-derived	susceptible	28	mixed	100 (by day 5)
Wild-derived	susceptible	43	mixed	100 (by day 5)
Wild-derived	resistant to bromadiolone	33	mixed	100 (by day 4)

BASF Rat and Mice Lab Studies, 2013

Rats			
Strain	Resistance to anticoagulants	Gender	Mortality (%)
Wistar	susceptible	m	100 (by day 3)
		f	100 (by day 3)
Welsh	resistant to FGARs (First Generation Anticoagulant Rodenticide)	m	90 (by day 3)
		f	100 (by day 3)
Hampshire	resistant to bromadiolone	m	100 (by day 4)
		f	100 (by day 3)
Berkshire	resistant to difenacoum and bromadiolone	m	100 (by day 4)
		f	100 (by day 4)

## Holds up in tough environments

- Does not melt in hot, humid temperatures as high as 177° F
- Durable in temperatures as low as 0° F
- Demonstrates minimal water uptake in submersion testing

1 Controls infestations in 7 days in US Field Trials – Indiana Grain Farm (2017); NC Pig Farm (2016)

2 Prescott, C.V., El-Amin, Vusa, and Smith, R.H. "Calciferols and Bait Shyness in the Laboratory Rat". Proceedings of the Fifteenth Vertebrate Pest Conference 1992. Paper 64. Whisson, Desley, "Rodenticides for Control of Norway Rats, Roof Rats, and House Mice". University of California Cooperative Extension, Poultry Fact Sheet No. 23, 1996

## Feed rodents their last meal

Control rodent infestations and protect your poultry operation with a more efficient baiting protocol that saves you time and money. Contact your BASF Sales Representative or visit [pestcontrol.basf.us](http://pestcontrol.basf.us) to learn more.

3 E.F. Marshall. Cholecalciferol: A Unique Toxicant for Rodent Control. Proceedings of the Eleventh Vertebrate Pest Conference 1984. p. 95-98.

Always read and follow label directions. Selontra is a registered trademark of BASF.

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