

For more information, contact:

Charles H. Hathaway
Senior Marketing Manager Ag / AH
Liphatech, Inc.
414-410-7237
hathawayc@liphatech.com

Alan L. Smith
Business Director, Agricultural Division
Liphatech, Inc.
414-410-7234
smitha@liphatech.com

FOR IMMEDIATE RELEASE

FOOD SAFETY BREAKTHROUGHS: Liphatech's® BorderLine® Pellets now approved for use on border areas adjacent to crops to reduce rodent intrusion and improve food safety. NoTox™ Monitoring Blocks available as a green alternative to rodent monitoring in the food safety market with less labor.

Milwaukee, WI (March 10, 2014) Field rodents are vectors for disease and contamination including e. coli., causing food-borne illness and threatening food safety. BorderLine®, a “Restricted-Use Pesticide”, is now registered in California and Arizona and available for use by pest control advisors and food safety professionals concerned with reducing rodent intrusion. “Food Safety Metrics require periodic monitoring of animal activity in and around fields, and many grower associations and packer/shippers seek best practices on how to most effectively monitor and control rodents.” The University of California San Diego County Cooperative Extension indicated in a 2010 study that “mice were the most abundant [rodent] species found at 50% of 28 sample sites monitored around leafy greens, followed by voles as the second most common rodent.” The study “recommends regularly controlling rodents along the field edge outside of the crop.”

Following the EPA's 2012 risk mitigation decision which limits the use of many rodenticides beyond 100 feet from buildings, and the recent shift to make the class of second-generation anticoagulant rodenticides “California-restricted”, the number of effective, outdoor rodent control tools has been greatly reduced. A new tool, BorderLine is a food safety rodenticide designed to reduce vegetable contamination by rodents.

BorderLine, a multi-feed anticoagulant, provides licensed applicators a flexible label permitting bait use beyond 100 feet from buildings or structures. Labeled use sites include: buffer strips and border areas adjacent to crops, ditches, gullies, and railroad rights-of-way *beyond 50 feet from surface water*. Not for use in-crop. Application methods include bait station use for mouse and rat control, or broadcast use for vole control.

Formulated for superior attraction and control, BorderLine paraffinized pellets hold up to rain and field irrigation commonly found near leafy greens and vegetable crops. BorderLine's active ingredient chlorophacinone has been used in CDFR baits, and trusted to protect orchards and artichokes for years. It has a readily-available antidote, Vitamin K₁.

BorderLine features a unique, UN-rated re-sealable square pail that can be easily distinguished by the bright green color scheme on its lid and label. Available in a 22lb. pail, BorderLine comes with a handy scoop as part of an introductory offer to facilitate the filling of bait stations.

-more-

Liphatech is committed to the environment. Baiting alone is rarely the sole solution to rodent problems. Integrated pest management practices such as monitoring and safe handling of rodenticides go hand-in-hand with rodent control. Further, we are concerned for the welfare of endangered species, and recognize the need for the proper safeguards including: spot baiting in tamper-resistant bait stations and *in-burrow* baiting where practical.

Liphatech recommends identifying the target species prior to baiting. NoTox monitoring blocks, a companion product to BorderLine, are the perfect, *green* solution. Secure NoTox blocks in T-pipe bait stations around field perimeters. NoTox blocks enable target species identification and save labor by making field inspections easier, faster, and more accurate. Simply inspect bait blocks for feeding: the smooth, triangle shape of NoTox facilitates determining the presence of rodents by their gnaw marks. No more sprung traps, and less effort hunting for burrows and other signs of rodent intrusion. Higher feeding in some areas signifies the need for more bait stations. NoTox blocks are enviro-friendly: they contain no active ingredient eliminating the environmental pesticide load. As such, they may even be used in-crop, and may be suitable for use around organic fields.

Consistent field perimeter monitoring and baiting during the crop cycle can reduce rodent vectors of potential contamination, reducing waste and risks further down the packing and shipping cycle.

More information including labels and MSDS can be found on our website at:

www.liphatech.com/ag_field_orchard/us_overview/food_safety#borderline, and on Agrian and CDMS label websites. Liphatech may be holding an educational presentation in your area. Contact your preferred PCA, CAPCA chapter, packer/shipper or Liphatech to learn more or schedule training on recommended rodent monitoring and prevention practices.

About Liphatech

Headquartered in Milwaukee, Liphatech has a long history of advancing the science of rodent management through research and product innovation. Combining the most advanced technology available with the highest level of customer service, product stewardship, and technical support, Liphatech delivers solutions that allow growers, landowners, PCA's and certified applicators to quickly achieve the cost-effective management of rodent populations.

Liphatech specializes in servicing agricultural and animal health markets, in addition to pest management professionals. Liphatech's agricultural field product line includes: Metarex[®] Slug & Snail Bait; BorderLine[®], NoTox[™], and Rozol[®] rodenticides. Bait formulations include: soft bait, treated grains, manufactured mini-blocks, bulk pellets, and pellet-place-packs. For more information about Liphatech and its comprehensive line of products, call 888-331-7900 or visit www.liphatech.com.

###