

Generation[®] — A key IPM tool in the war against rodents

Generation rodenticides are an effective weapon against rodents. Strategic baiting using Generation is an integral part of a campaign to eliminate rodent pests, but there's more to it than just baiting. Here are nine principles to accomplish effective control:

1. Learn about rodent behavior. This will enable you to tailor a control plan to address the situation. Mice are different than rats; even the approach to roof rats should be significantly different than a program for Norway rats.

2. Learn about and choose the best control materials based on the situation. Exclusion and sanitation will prevent future infestations, but do little to eliminate an existing problem. Mechanical measures, such as traps, include break-back, strangulation, glue, electrocution and multi-catch. They offer carcass containment but can be labor intensive.



Rodenticide Formulation Chart

Wax blocks
Soft bait
Pellets
Meal
Seeds
Liquid
Tracking powder

Rodenticide active ingredients include acute toxicants, multiple-feed anticoagulants and single-feed anticoagulants. None of the acute toxicants have an antidote. All of the anticoagulant rodenticides, both multiple feed and single feed, have the same antidote — vitamin K₁. There are multiple rodenticide formulas, the most popular being extruded wax blocks. Generation is available in mini blocks, bulk pellets and pellet place packs.

Generation mini blocks contain millet seeds, a favorite food of house mice. Sometimes mice will eat the millet first leaving the husks in the station. Other times, if the infestation is small, they may leave crumbs of other ingredients in the bait station and die before they clean them up. As little as 1/100th of an ounce of Generation can kill a mouse.

3. Use enough control materials to quickly kill the entire population. If all of the rodenticide is gone, you likely had too little bait. End result: You didn't give yourself the opportunity to kill all of the rodents with the first treatment. The same could be said of traps. If they were full, you had too few of them.

Generation mini blocks' high palatability comes from an optimized blend of grain and seed ingredients, minimal wax and dye, no bittering agents and is effective at half the active ingredient compared to most other blocks. The more palatable a rodenticide is, the more likely it is to be consumed by a majority of the rodents present in an area. This results in better control of the entire population. Pest Management Professionals are often surprised when they find more Generation has been eaten than their previous brand. Now you're making progress.



4. Place your control materials close to the rodents. Don't expect rodents to go out of their way; take the fight to them. Be creative in your efforts to get the control material close to the rodent, but remember to adhere to the label rules. Don't rely on "tape measure placement rules" such as one bait station every X feet; string Generation mini blocks on a wire and place in roof rat- or mouse-infested voids. This also enables recovery of uneaten portions of the bait, preventing future problems with abandoned rodenticides. Place bait stations on active runways, not just those on the floor, because all three rodent species will travel both high and low.

5. Manage the risks. All aspects of rodent control carry risks that must be considered and managed. Doing nothing puts people and property at risk of disease and damage. Snap traps can break bones, especially when children and pets are involved. Glue traps can trigger public relations problems, and traps and rodenticides can harm non-target animals. Rodenticide use can result in dead-rodent odor issues.

Proactive Safety Measures
Be alert and aware of the risks.
Wear appropriate personal protective equipment (PPE) such as gloves and respirators based on the material used and the site where you're working.
Never put speed ahead of safety.
Wash your hands often.



Generation is formulated at 0.0025% active ingredient (AI), which is half the AI of most other anticoagulants. This minimizes the risk to non-target animals and reduces the AI introduced into the environment.

6. Protect yourself and those around you as you work. Rodents carry numerous diseases. Rodent work is often done in dangerous places, often involving vehicles, ladders and electrical tools.

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Advanced technology. Effective control.



7. Be thorough. If you only find and treat part of the infestation, the survivors will keep sending new rodents into the areas in which you're working. Effective rodent controllers get nosy and dirty in their quest to eliminate these pests. Besides basic tools such as a flashlight, you'll need other equipment to help you find rodents such as ladders, inspection mirrors and void-access tools.

8. Be persistent. Rats and mice are prolific breeders. Even if you find the entire infestation, but only eliminate a part of it and don't return for a month, the rodents will repopulate in your absence. Eliminating an existing infestation will require at least weekly treatments.



9. Ask your supervisor for help as soon as you think the control effort is not going as well as it should. Don't feel like you're in this by yourself. Liphatech has sales representatives and technical support people ready to assist your company in solving tough rodent-control problems.

For additional information, call **888-331-7900** or visit www.liphatech.com