

PestXpert

NEWS & ADVICE

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Roadshows highlight need for new rodenticide

Reports of spiralling costs associated with rodent control and waning effectiveness to traditional baits, were concerning messages highlighted at this year's Bayer CropScience summer roadshows.

"With the main autumn treatment period approaching in rodent control, the task of getting on top of infestations seem to be becoming more and more difficult in the UK," explains Bayer's national account manager, Ken Black. "We had reports from attendees that existing rodent control programmes are simply no longer being effective, with pest numbers subsequently on the rise for many," he notes.

As carriers of approximately 45 diseases including salmonella, swine dysentery and leptospirosis; rodents pose not only a general nuisance, but a potentially devastating health hazard, to animals and humans.

Growing resistance to traditional rodenticides

"They're a very adaptable species, populations in the UK



are emerging with growing resistance to traditional bait formulations, and already a number of different strains have been identified across the country from coast to coast," Ken stresses.

"The news that Bayer have introduced Rodilon®, a brand new second generation rodenticide, containing the first new active ingredient difethialone, to the UK market in over 20 years obviously

attracted real interest from those at the events," says Ken.

"Rodilon" comes in four of the most palatable bait formulations and is available just in time for the crucial autumn treatment period too," he adds. "Initial feedback from end users who have used the product has been extremely positive. We're very happy to be able to offer a new solution to those battling rats and mice resistant to existing rodenticides."



Bayer CropScience



PROTECTING
TOMORROW
...TODAY

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PRODUCT NEWS

Key Bayer products gain approval for use in aircraft

Four market leading Bayer products have now been approved for use in aircraft gaining the global approvals as AMS1450A compliant and as Boeing D6-7127 compliant.

Aquapy®, Ficom® W, Maxforce® Prime and K-Othrine® WG250 gain their approvals following rigorous compliance testing.

The news comes shortly after British Airways were forced to ground two Boeing 747-400 'Jumbo's' at huge expense after bed bug infestations were discovered.

New product approvals for use in aircraft;

Aquapy® - Water based insecticide for the control of crawling and flying insects.

Ficom® W - Excellent control of wasps, ants, fleas and bed bugs. Convenient water soluble sachets.

Maxforce® Prime - High performance cockroach control gel bait.

K-Othrine® WG 250 - Broad spectrum crawling insect control including fleas and bed bugs with long term residual activity.

AquaPy® approved by Association for Organic recycling

Insecticide AquaPy®, containing natural pyrethrum synergised with piperonyl butoxide, has been granted approval from The Association for Organic Recycling allowing its members to use AquaPy® at composting sites for fly control.

AquaPy® is a virtually odourless, non-flammable water based insecticide offering versatile application

and flexibility in where and how it can be used.

AquaPy® is already established for use in a variety of areas for the fast flush out, rapid knockdown and control of an extensive range of flying and crawling Insects.

AquaPy® is also approved for use in empty grain silos and empty grain stores intended for storage of malting barley.

PestTech 2011 - 2nd Nov

As always we look forward to seeing you on Wednesday November 2nd at PestTech.

Come and find out about our brand new rodenticide Rodilon® which is already proving itself; grab a pest wallchart and some other freebies, or talk to us about any

pest control issues you may have. See you there!



New Rodilon® proves itself against defiant rats

Just weeks after its UK launch Rodilon® is already proving its marketing claim; Resistance is futile!



With rodent infestations in the UK on the increase, the introduction of new rodenticide, Rodilon®, is proving a life line for a family owned contracting business in North Pickenham, Swaffham.

Situated in the heart of rural Norfolk and based on a modern mixed farm, M.P. Dennis & Sons specialise in tractor mounted side arm cutting. Rats pose a year round pest at the family business but with the onset of cooler weather and scarcer natural food sources, rodent problems are at their peak over the winter period.

Having seen one of the many Rodilon® adverts appearing in the key industry publications, Mike Dennis phoned the Bayer helpline to find out more about the new product and where he could obtain it.

"The news of a brand new rodenticide, the first in such a long time was great news," says Mike. Rodenticides have always formed the basis of the control programme at M.P. Dennis & Sons "but of late,



the products that have been available are waning in terms of effectiveness," believes Mike.

"Rats are hazardous to both human and animals. They're a danger everywhere they go, to both human and animal health and a menace and a worry. The roofs are a particular hot spot - above the animals in the warm and with plentiful nesting sites and constant access to feedstuffs. Milling and mixing grain from open topped silos and constantly feeding dry and wet feed means well stocked feed stores are available year-round, which prove very attractive." says Mike.

Keen to see how a new rodent bait could help, Mike introduced Rodilon® Wheat Tech over a month ago, but started seeing results within three days. "We were amazed. It is doing the business and offers us a great tool. Just on Monday, we lifted the hopper lids and discovered eight carcasses. Then under a drain another six had succumbed to the powerful new bait. We didn't realise there were so many about" commented Mike.

Its high potency is such that once ingested in a single feed it's enough to deliver a lethal dose. "There's been no grain bait left in the traps, even though there is plenty of alternative food available in open feed hoppers" concluded Mike.

Bayer Product Manager, Claire Matthewman added: "We're pleased Rodilon® is already being well received into the market, and encouraged that our new rodenticide solution could help answer a clear need within the industry."



What's eating your clothes and carpets?



Carpet beetles are now one of the major pests of textiles, their success being attributed to central heating, which ensures uniform temperatures, and to the increasing use of wall-to-wall carpeting, which allows the insects to breed undisturbed. Furthermore, the success of industrial moth-proofing treatments has effectively removed the moth challenge.

There are a number of different species of carpet beetle including the **varied carpet beetle**, **furniture carpet beetle**, **museum beetle** and **fur beetle**.

The **varied carpet beetle** is indigenous to Europe and in England is common south of a line drawn between Bristol and the Wash. The **furniture carpet beetle** is of subtropical origin and more cold sensitive. Both species are pests of animal products and occasionally food products of plant origin. Consequently, they may be found wherever these commodities are stored or handled.

Warm, dry conditions are ideal for their development, but they can survive in foodstuffs of very low moisture content, e.g. 11-12%. As its common name suggests the **museum beetle** is commonly encountered in museums where it is a particular pest of dried specimens. It will also attack textiles and has been recorded as infesting grain. The **fur beetle** may be found in a wide variety of products including furs, skins, textiles and grain.

Adult carpet beetles live outdoors on pollen and nectar, taken in particular from Umbelliferae and Spiraes. They can also be found wandering on walls and windows. In temperate climates the larvae

are particularly evident in the autumn when they wander in search of food and hibernation sites. Carpet beetles thrive in situations where they remain undisturbed, for example beneath carpets, around skirting boards and in wardrobes. Bird and rodent nests, animal remains and dead insects are frequently reservoirs of infestations.

Importance as a pest

Larval forms can cause considerable damage to keratin-containing products such as wool, fur, leather, silk and dried animal remains. Occasionally, food products of plant origin, such as cereals and fibres, will also be attacked.

Damage takes the form of clean, irregular holes and in textiles these generally occur around seams. There is no webbing or excrement present and by the time larvae are observed, considerable damage has often been done. Because of the large number of larval moults, when cast larval skins are seen they tend to exaggerate the extent of the infestation.

Carpet beetles are of limited significance as a health hazard, although they are potential vectors of anthrax. In certain situations the larval hairs cause skin irritation to those exposed to large numbers of the insects.

Control

The wandering habits of these insects means that they frequently infest wide areas, making them difficult to control.

Assessment of infestations

The first step in carpet beetle control is to trace the source of infestation. This may be an old nest, animal remains, wool-

based lagging, sound-proofing, wool-based furnishings or the debris that accumulates between and around floorboards.

Hygiene/management

All sources of infestation should be removed and burnt if possible. Routine surveillance and regular cleaning are also important.

Insecticidal control

Thorough surface spray treatments with residual activity (see recommended products) are vital where infestations are extensive in order to ensure that all larvae are killed. Care should be taken when treating carpets and other valuable furnishings.

CARPET BEETLE CONTROL

Ficam® W



Ficam® D



K-Othrine® WG250



USE BIOCIDES SAFELY. ALWAYS READ THE LABEL AND PRODUCT INFORMATION BEFORE USE.

Fleas are year-round pests

With over 2,000 species and counting, effective Flea Control starts with Ficom® W & K-Othrine®.



Have you recently received calls about flea control? Do you think that flea control is a thing of the past? Well, think again, fleas are back and can be a year-round pest.

There are about 2,000 species of fleas. They are generally described as 1-8mm long; brownish in colour, the body laterally compressed (streamlined) and covered with backward-directed bristles; piercing mouth parts; no wings, complete metamorphosis with egg, larvae, pupae and adult stages.

Adult fleas live exclusively as parasites feeding on the blood of their host animal and consequently they can be vectors of disease. Bubonic plague and murine typhus are examples of diseases spread by oriental rat fleas. Dog and cat fleas are intermediate hosts of tapeworms that can infect humans if ingested. Perhaps the most common complaint associated with flea infestations is the skin irritation caused by flea bites. In this article we discuss the cat flea, *Ctenocephalides felis*. It is the most common flea species encountered by PMP's.

Control Hygiene/management

Fleas are always closely associated with the host animal. Regular cleaning of their bedding in hot, soapy water will help reduce the eggs, larvae and pupae. Regular vacuuming of carpeting (several times a week) will remove eggs and the faecal material the larvae need for development. Also use a vacuum with a crack and crevice nozzle to clean the cracks between floorboards and skirting boards. Remember to ask the customer to vacuum under and around any piece of furniture that the animal may use. When finished vacuuming place the vacuum bag in an outside bin.

Insecticidal control

Insecticides can be used to treat infested premises. Ficom® W and K-Othrine® are excellent products to kill adult fleas found in and on carpeting and furniture. They can also be used to treat any crack or crevice that may be harbouring larvae and adults. Ficom® W and K-Othrine® should be combined with an insect

growth regulator (IGR) to provide the best control. Pay particular attention to areas where the host animal spends time resting. Remember to inform the customer that they need to stay away from the area until the carpet has dried; this includes their pet(s).

Host treatments

Insecticidal products are available, which have been specifically formulated and registered for use on the host animals. Only these products should be applied to animals and care should be taken to follow the manufacturer's instructions.

FIGHT THE FLEA

Ficom® W



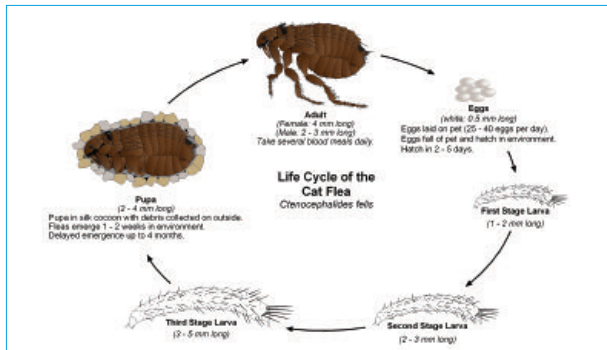
K-Othrine® WG250



K-Othrine® 1% SC



USE BIOCIDES SAFELY. ALWAYS READ THE LABEL AND PRODUCT INFORMATION BEFORE USE.



The science of success

What really makes a Bayer product and why are they best for you?

By Laurence Gale MSc MBPR

Most people these days tend to take for granted the choice and selection of professional pesticide products on the market. They rarely care, or understand, the complexities of bringing these products to the market place; however, they are the first to complain about their cost. In essence, what are you paying for? You need to consider what to expect from a given product; what are the active ingredients, its mode of action, application rates and area of use? These, together with many other factors, will determine the choice of product along with how the chemical can be applied to its target.

The equipment you are using may not be ideal for a given product; it is imperative to check that the sprayer is operating at the recommended spraying rates and operating pressure (normally 2 bars). It is also important to calibrate the performance of the equipment being used on a regular basis. You could find yourself applying too much or too little product to your pest, which will, inevitably, reduce the chances of getting the right end result.

Some products may retail at a similar price or offer what looks like the same performance. It is not until you look closely at the product details which reveal that, for example, one provides 2.5gm of product added to 5 litres of water to cover 100 square meters, whilst the other uses 15gm of product in 5 litres of water to cover the same area.

Just because a given product was cheaper, and it worked for Sid on his farm, doesn't mean it will work as



well for you! You need to assess each and every problem on its own merit and use the best product available, irrespective of cost.

When you look behind the scenes, and see the extraordinary amount of time taken to bring many of these products to market, then you can understand why they cost so much.

The size, scale and colossal investment made by Bayer into research and development of new products is staggering. It often takes up to eight years and two to three hundred million pounds to get a single new product through the system.

Bayer is one of the world's leading crop science companies. Its main headquarters are located in Monheim, Germany and its UK headquarters are on the outskirts of Cambridge. Globally Bayer has 106,000 employees and commits over €2 billion to research and development annually.

Bayer has a wealth of expertise and experience

focused on the world's pest control markets whilst, at the same time, remaining dedicated to developing and marketing solutions for the protection of human and rural hygiene environments in the UK and Ireland. Products include the well known Maxforce® range protecting against cockroach and ant invasion, to K-Othrine® and Ficam® the tried and trusted bed bug and flea control.

Bayer is also very proud to demonstrate its global commitment to reducing its CO2 emissions, by initiatives such as the way it develops products, and uses its resources with the aim of 'Protecting Tomorrow Today through Innovation'. For example, Bayer's new packaging saves 20% on greenhouse gas emissions, 26% on energy and 12% on water consumption through its entire life-cycle.

Looking at the whole picture it is easy to see why Bayer products are truly premier in every way.

LifeNet[®] to lead the Malaria battle



WATCH OUT FOR

Bayer's pioneering LifeNet[®] is the first long-lasting bednet to utilise the mechanical strength of polypropylene with the efficacy of deltamethrin. The multifilament polypropylene fibre makes LifeNet[®] extremely tear resistant but nevertheless soft, with a pleasant feel to the touch, which will increase usage rates.

The active ingredient in LifeNet[®], Deltamethrin is incorporated into the polypropylene fibres, resulting in a robust, slow release of active ingredient from the reservoir within the fibre. No other net on the market has the same combination of qualities.

UN WHO field trials on Bayer CropScience's insecticidal mosquito net, LifeNet[®], have confirmed that it exceeds the requirement of effectiveness after 20 washes. Tests in Tanzania, Benin and India showed that LifeNet[®] was effective after 30 washes, with



regeneration after washing within one day.

"The interim recommendation from the Pesticide Evaluation Scheme of the WHO (WHOPES) now makes it possible for us to offer national and international malaria control programs a new tool in the battle against malaria," explains Dr. Gunnar Riemann, Head of the Environmental Science Division at Bayer CropScience. "We are convinced that LifeNet[®] will help public health authorities and aid organisations around the world achieve sustained success in the battle against malaria."



Rats Characteristics:

A pronounced social structure and a high reproductive rate guarantee rapid spread. Rats eat plant and fruit crops and stored foodstuffs in warehouses. The rat is also a major transmitter of diseases such as Salmonella infections, Weils disease, E-coli, enteritis, listeriosis, rickettsiosis, dysentery and many others. Control is therefore of vital importance.



Cockroaches

Characteristics: Generally two pairs of wings, although these may be reduced or even absent; forewings have well developed veins and tend to be hardened, they overlap down the mid-dorsal line; membranous hindwings are folded below forewings; long whip-like, many-segmented antennae; omnivorous, with mouth parts adapted for biting.



Carpet Beetles

Characteristics: Forewings hard and leathery, meeting along mid-line of dorsal surface; hindwings membranous, sometimes lacking; biting mouthparts; well developed thorax; complete metamorphosis with egg, larval, pupal and adult stages.



We want to hear your stories!

Bayer are always interested in hearing stories of how their products have helped PCO's in the field so if you have a story you'd like to share please get in touch. Email: pestcontrolexpert@bayercropscience.com



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