



GENERATION[®]

SMART BAIT FOR RODENTS

SOFT BAIT

FATAL ATTRACTION FOR RATS AND MICE.



The latest generation anti-coagulant in an irresistible soft bait formulation that gets rapid results from a single feed. Rats are intelligent and selective feeders. They are very cautious around new feed sources, sensitive to chemicals and can quickly become bait shy. GENERATION SOFT BAIT is an innovative bait solution with these outstanding benefits:

KEY FEATURES:

- ✓ 10g ready-to-use soft bait, unique formulation.
 - Superior attractiveness and palatability.
 - More attractive than food sources.
 - Special soft bait paper allows aroma to escape and attract rodents.
 - Excellent texture, no leaking, no melting.
 - Very good heat tolerance. Good moisture tolerance.
- ✓ Active ingredient, difethialone 25ppm which is not detected by rodents.
- ✓ The most advanced and highly effective anti coagulant with no known genetic resistance among rodent populations.
- ✓ The smallest non-dispersible bait on the market. Single-feed with rapid mode of action.
- ✓ 2-3g to kill a rat (average daily diet = 20g/day)
- ✓ 0.3-0.4g to kill a mouse (average daily diet = 3g/day)




WHEN:

Ideal for heavy infestations and lingering rodents.
Ideal mice product even in highly competitive food environment

TARGETED USE:

1. Thorough inspection around farm buildings (look for faeces, gnawing etc.)
2. Remove rubbish, clutter, food sources (spilled grain) and vegetation to reduce harbourage
3. Locate trouble spots and high activity areas
4. Use like a mini-block. Customize the dose to the rodent pressure. Place bait stations in rodent pathways and where they are easily found. Inspect regularly to determine if enough baits have been placed and keep up a fresh supply. Bait inside and outside buildings
5. Record and map rodent activity and trapping. Reinfestation is common and treating a new population in an old habitat may be required.



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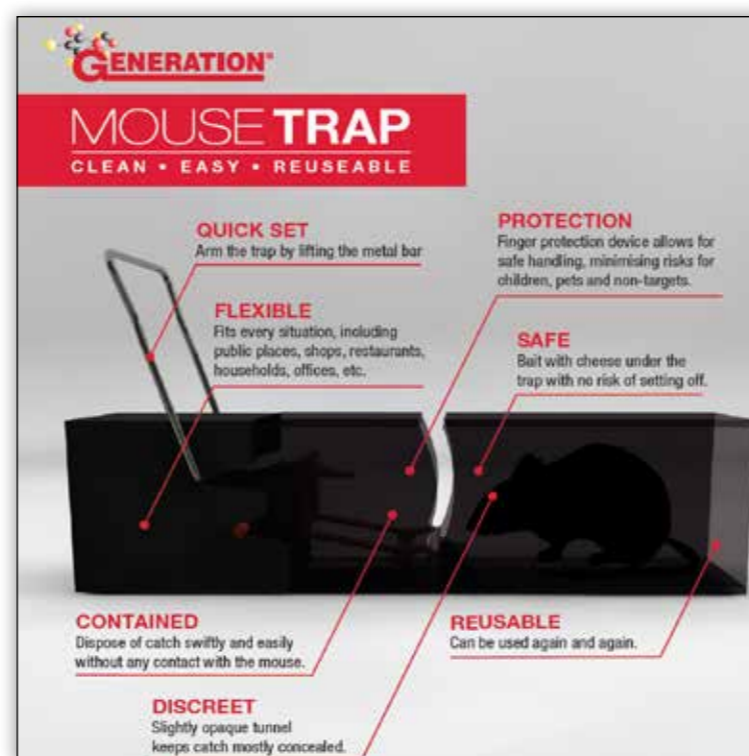
BAIT STATIONS

Generation Bait Stations must be used with both Soft and Block Baits. A range available to suit all situations are used to protect other animals from accidental consumption. When used correctly they minimize bait wastage from limiting bait hoarding.

BAIT STATIONS FOR RESPONSIBLE RODENTICIDE USE.

Available in 3 sizes;

- ✓ MOUSE
- ✓ TUNNEL
- ✓ RAT and MOUSE



KEY BENEFITS:

- Fast, convenient and safe
- Sleek and unique designs
- Quick and easy set
- Re-usable and user friendly



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BEST ACTIVE, MOST ATTRACTIVE



FATAL ATTRACTION FOR RATS AND MICE

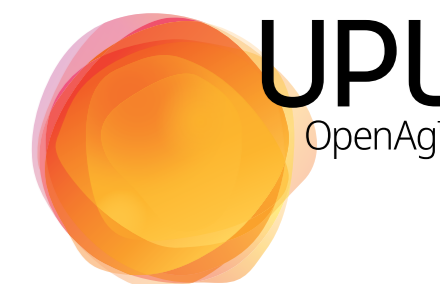
- **HIGHLY** effective rodenticide
- **INCREASED** attractiveness
- **MORE PALATABLE** than competitors
- **NON-TARGET** poisoning: bittering agent to reduce consumption by non-targets
- **LOWER COST PER BAIT**
- **SINGLE** feed dose: lethal dose is consumed in a single feed
- **LONG** lasting
- **NO** genetic resistance



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ERADICATE REGGIE THE RAT!

Rats and mice are the most serious mammalian pests ever known: their opportunistic lifestyle, intelligence, agility, omnivorous diet and prolific breeding potential are a constant threat to NZ farmers and householders.

RATS AND MICE MUST BE CONTROLLED AS THEY CAUSE SERIOUS DAMAGE TO PROPERTY, CROPS AND ARE A SIGNIFICANT HEALTH RISK

SOCIAL PESTS:

- Rats live in communities of 8-15
- Social pests which feed almost exclusively at night

RAPID REPRODUCTION:

- If two rats can mate in a suitable environment for 18 months they can potentially have over a million descendants.
- Reach sexual maturity at 8-12 weeks of age and can mate throughout the year
- Have large litters (6-10) and up to 7 litters per year

HEALTH RISK

- A single rat may produce 50 droppings and 50ml of urine daily.
- The Rat Pack also carry dangerous diseases and they can indirectly spread many serious human diseases by way of fleas and mites

PHYSICAL STRENGTH

- Physically very strong, rats have been known to swim for two days in open water.
- They can high jump a metre, long jump 1.2 metres, acrobatically drop 15 metres and hit the same top speeds as a human sprinter of around 40km per hour.

RAVENOUS DESTRUCTIVE FEEDING

- Rats eat around 20-30g each day; drink 20-50ml water
- Can store an excessive amount of food to eat later
- Their powerful jaws are severely destructive to crops
- Typically feed at 2-3 familiar points each night
- Constantly on the move, feed for between 5-30 seconds and return a few minutes later for more
- Omnivorous diet

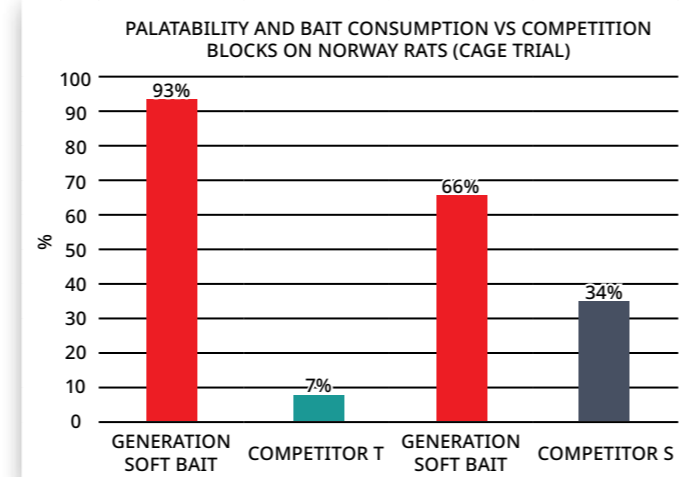


UNPARALLELED ATTRACTION AND PALATABILITY

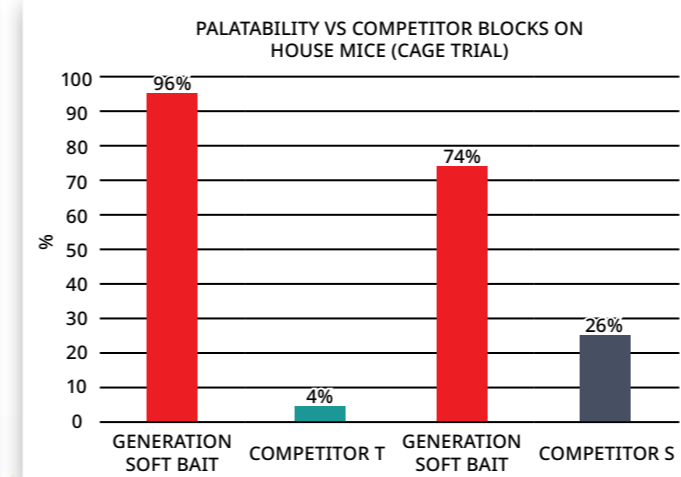
Rats and mice have an excellent sense of taste and a good memory. Rodents can identify certain substances, including some rat poisons. Rodents are very cautious, initially taking a small taste of anything new. After a taste of Generation they can't get enough. (note graphs below of attraction trials).

RAT and MOUSE Palatability and Attraction Studies

Bait 'shyness' and more attractive food sources are real issues for rodenticides. In controlled studies against two NZ competitor baits Generation soft baits were much more palatable and attractive to both rats and mice.



Protocol: *Day 1:* individuals placed in cage with cereals. *Day 7:* measure individuals' weight + replace cereals with 50 g of baits. Bait A placed left - Bait B placed right *Day 8 to 11:* measure baits consumption each day. - Switch bait places every day - Weigh remaining baits and replace up to 50g. *Day 11:* complete trial

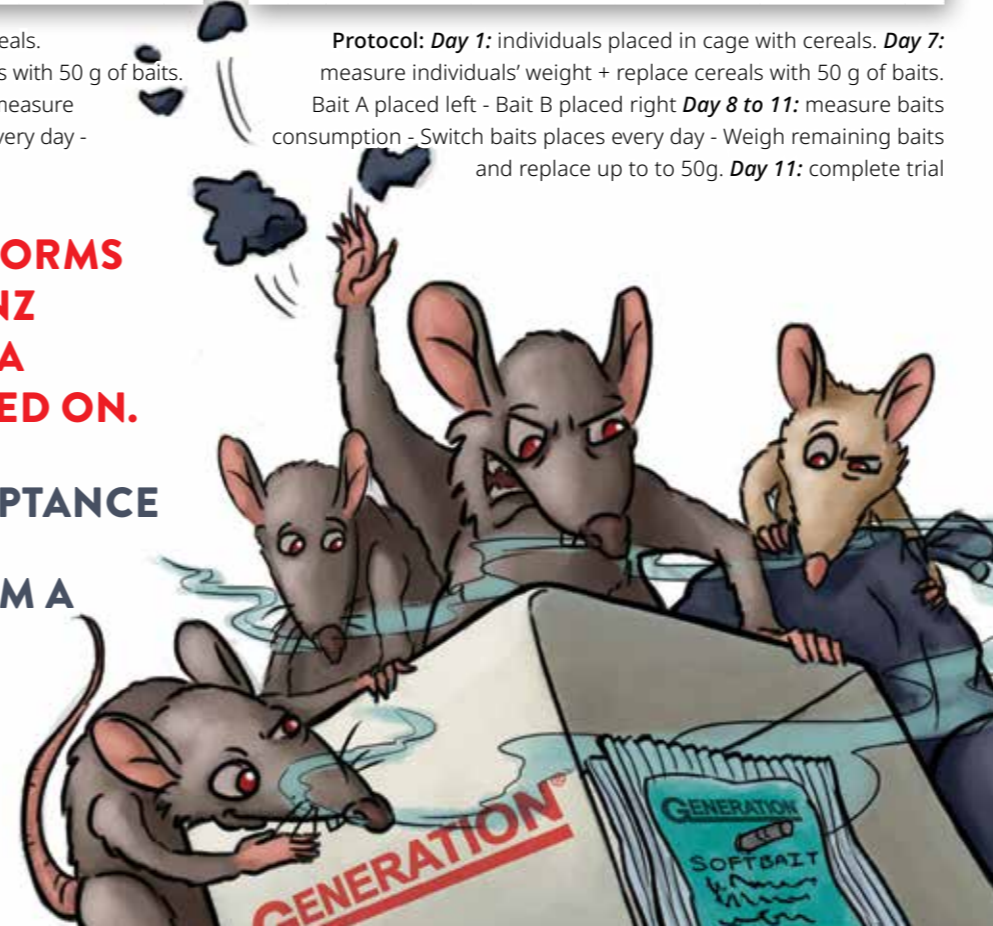


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GENERATION OUT-PERFORMS THE LEADING BAITS IN NZ WHEN RATS ARE GIVEN A CHOICE OF BAITS TO FEED ON.

✓ **GREATER BAIT ACCEPTANCE**

✓ **A LETHAL DOSE FROM A SINGLE VISIT**



KEY FEATURES:

- ✓ Small 15g block gives you 25% more bait placements than 20g competitor products
- ✓ A rapid knock-down of large infestations
- ✓ Ideally suited to control ship rats and mice

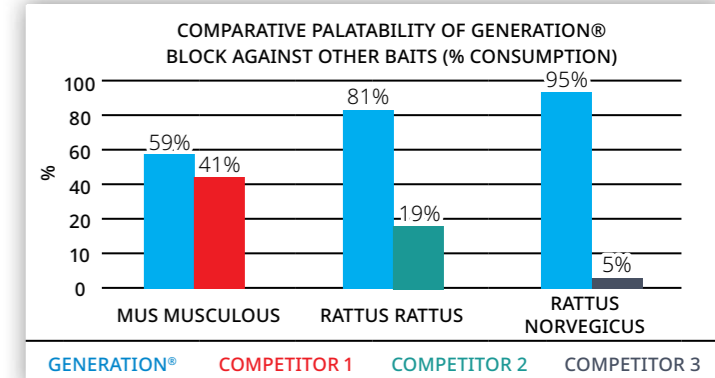
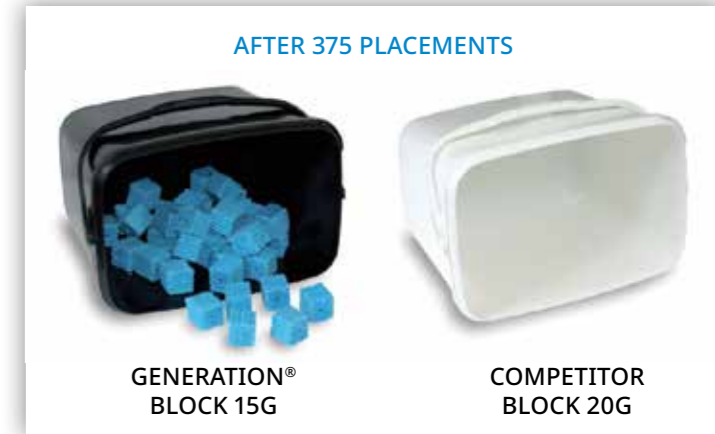
- **Highly palatable block formulation for maximum bait uptake**
- Blue dye aids in the identification of bait consumption in rodent excrement
- Blocks have a central hole for ease of securing inside bait stations
- Blocks contains Bitrex, a bittering agent that reduces the risk of consumption by non targets

KEY BENEFITS:

- Performs very well when there are competing food sources
- Quick and effective control means repeat customers
- Unparalleled bait consumption - Outperforms competition baits in head-to-head trials.
- Superior palatability. Rats and mice cannot resist.
- Only a small dose gives a kill
- Low cost per placement
- Moisture resistant and stands up to high temperatures

Pack Sizes: Block 510g, 3kg and 7.5kg

Ship rat (Rattus rattus) is the most common rat species in New Zealand



Tests run independently by National Vet School of Lyon - France. Competitors 1, 2 & 3 represent rodenticide baits, based on brodifacoum or flocoumafen, sold in New Zealand.

