



We create chemistry

Australian pork producers reduced risk to stock whilst maximizing rodent control.

Selontra® rodent bait now used by more than 50% of the Australian pork market to control resistant rodents.

More than 2,200 Australian pork farmers produce 360,000 metric tons annually. In recent years, Australian producers have been looking for new innovative rodent control solutions that work faster while minimizing feed and stock contamination risks. BASF answered the call in a big way with Selontra® rodent bait.





If rodents are seen during the day, the colony may be so large that older rodents have to forage in daylight or the colony is well established without any threat.

case study

Case Study Summary

- Solid efficacy on mice, roof rats and Norway rats
- Rodents immediately fed with no observed bait aversion
- Producers reduced baiting program costs due to efficient bait take
- 50% of the market now uses Selontra® rodent bait
- No evidence of secondary non-targets being affected
- Overcomes concerns of feed and stock contamination

The Problem

Australian farmers produce around 5 million pigs and around 360,000 tons of pork every year. A little over eight per cent is exported to countries like Singapore, New Zealand, and Hong Kong, and 25 per cent is sold through restaurants and other food service outlets in Australia. For years, the pork industry has used anticoagulant baits to manage rodent issues. However, many anticoagulant baits have an unfavourable environmental toxicity profile and the poison remains within the rodent for a long period. This creates an unacceptable risk of secondary, non-target poisoning and feed and stock contamination. Australian producers could no longer accept this type of risk. That led them to search for a solution with greater control, lower risk to livestock, and a softer environmental profile. The solution also had to be durable enough to handle Australia's extreme heat.

The Solution

“Unlike other rodenticides they have used, rats continued to enter the stations and consume Selontra® rodent bait. I think it’s due to the fast-acting nature of the active substance, as well as its high palatability.”

Jonothon Doubleday, Director of CCD Animal Health

BASF's Australian team members Stewart Paterson and David Elmouttie knew that on-farm biosecurity and product integrity were important aspects of Australian pork production. Years ago, Australia developed a quality assurance program to better manage food safety, improve animal welfare, tighten biosecurity, and enhance product traceability. They knew that the new, innovative, Selontra® rodent bait non-anticoagulant rodenticide would be well received by the Australian pork industry since it offers lower toxicity while speeding up control efforts. Though Selontra® rodent bait was still in the trial phase, Australian officials cleared the way for authorization so it could go to work managing even hard-to-control anticoagulant resistant rodents. BASF sales and technical team members trained the Australian distributor, CCD Animal Health. This made sell-through and farm training seamless.



The Result

“Market penetration has been swift. We have captured approximately 50% of the market.”

David Elmouttie, BASF Technical Development Specialist

Even in a crowded and skeptical rodenticide market, CCD found end-users with high interest to trial a non-anticoagulant rodenticide. Producers discovered that Selontra® rodent bait quickly controlled large rodent infestations, even those with highly resistant rats. Since the first trial, more than 12 metric tons of Selontra® rodent bait was sold in 2016 with satisfied Australian pork producers and end-users. Word of mouth spread about the new non-anticoagulant rodent bait that controlled rodent populations faster and more efficiently, and a growing number of pork producers trialed Selontra® rodent bait with great success.

Going Forward

“The use of Selontra® rodent bait allowed us to truly verify the full cycle of its benefits.”

David Poling, Segment Team Lead, BASF Professional and Specialty Solutions

As consumer demand for top quality pork rises, Australian farmers continue to demonstrate good farming practices. This includes the principles of hazard analysis and managing critical control points for food safety, animal welfare, and biosecurity. Selontra® rodent bait has become a key component of pest control practices on their farms. One of the major advantages of Selontra® rodent bait over other rodenticides is its softer environmental impact. Selontra® rodent bait poses a lower risk because rodents metabolize the active substance much faster than anticoagulant rodenticides. When used according to label instructions, the risk of secondary non-target poisoning and stock and feed contamination are reduced.

“The use of Selontra® rodent bait allowed us to truly verify the full cycle of its benefits,” commented David Poling, Segment Team Lead, Professional and Specialty Solutions. “More importantly, swine production continued uninterrupted and rodents were controlled without wasting precious time. Ultimately, that’s why we’re here. To make their businesses more efficient and effective,” added Poling. Soon, many more countries will learn from Australia’s example and benefit, too.

Think You Have a Rodent Problem?

Let an authorized BASF applicator inspect and assess your situation. You may even qualify for a free trial. Trial dates are limited so contact us today in the United States at 1-800-777-8570 or internationally at rodentcontrol@basf.com.

About BASF's Crop Protection Division

With sales of more than €5.8 billion in 2015, the BASF Crop Protection division provides innovative solutions for agriculture, turf and ornamental plants, pest control and public health. Our broad portfolio of active ingredients, seed treatments, biological controls, formulations and services optimizes efficient production of high quality food and protects against post-harvest loss, damage to buildings and the transmission of disease. By delivering new technologies and know-how, BASF Crop Protection supports the effort of growers and pest management professionals to make a better life for themselves and society. Further information can be found on the web at www.agro.basf.com or on our social media channels.

About BASF

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has nearly 17,500 employees in North America, and had sales of \$17.4 billion in 2015. For more information about BASF's North American operations, visit www.basf.us. At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 112,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of more than €70 billion in 2015. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information at www.basf.com.

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