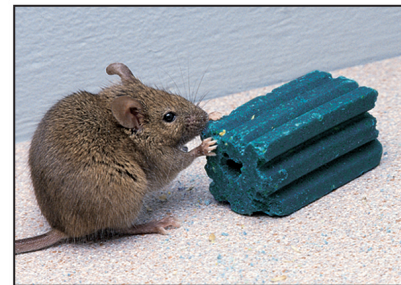




No biosecurity initiative is complete without the implementation of a comprehensive RODENT CONTROL PROGRAM.



THE WORLD LEADER

- ▶ The Largest Manufacturer of Rodenticides in the World
- ▶ Hold more patents than any other rodent control company in the world
- ▶ Hold more bait registrations of any rodent control company in the US
- ▶ Offer a complete line of rodent control products - pelleted and block bait, adhesive traps, mechanical traps and tamper-resistant bait stations

Inspection & Identification

Rodent signs help determine the size of the infestation and where the rodents are traveling and feeding



DROPPINGS



BURROWS



GNAW MARKS

- 1. Mice:**
 - a. 1/2 cm in width
 - b. Holes are small, clear cut
- 2. Rats:**
 - a. 1 1/4 cm in width
 - b. Holes are big with rough torn edges

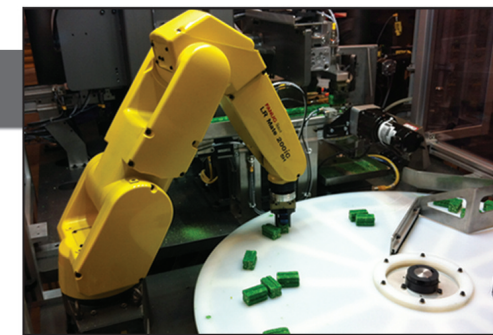


RUB MARKS

When dirt in the environment combines with oils in their skin, rub marks are left when rodents travel along walls.

SUPERIOR TECHNOLOGY

- ▶ Experts in rodenticide formulations
- ▶ Continuous product innovation
- ▶ Unmatched performance for more than 40 years



SUPERIOR PRODUCT

- ▶ Bell baits consistently out feed and kill more rodents than competitive products
- ▶ Comprehensive Rodent Biosecurity Program - including Bell's Bait Rotation Strategy

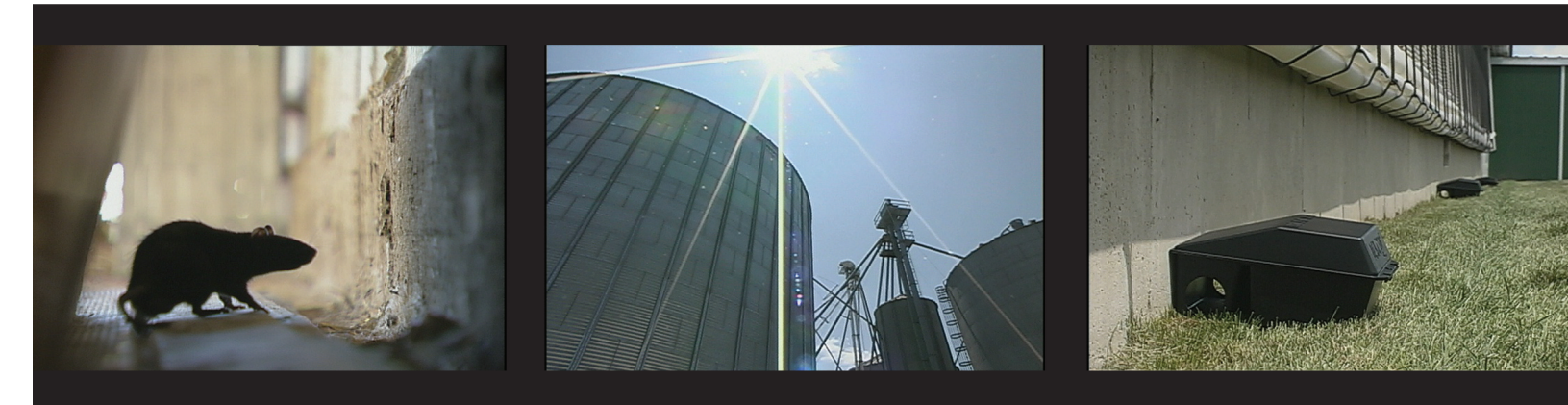
EXPERIENCED TECHNICAL REPRESENTATIVE

- ▶ Highly trained technical field reps focused only on Producer/Integrator market



THE WORLD LEADER IN RODENT CONTROL TECHNOLOGY®

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RODENT CONTROL

A Critical Component Of An Integrated Biosecurity Program



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BIOSECURITY IS THE MANAGEMENT OF A PROGRAM THAT PREVENTS INFECTIOUS DISEASE AGENTS FROM ENTERING FARMS



Components of a Biosecurity Program

TRAFFIC CONTROL

People and machinery can quickly transport pathogens over long distances. Controlling who and what comes into contact with animals reduces exposure.

CLEANING & DISINFECTION

When people and machinery do come into contact with the animals - ensure they are cleaned and disinfected. This will greatly reduce pathogen exposure and contamination risk.

REDUCTION OF SUSCEPTIBLE HOSTS

Pools of water are where pathogens can thrive. They are also a source of water of rodents and can easily become contaminated with rodent borne disease.

PEST CONTROL

Both insects and rodents transmit diseases. Controlling pests is essential to prevent disease transmission and break the pathogen cycle.



RODENT CONTROL IS AN INTEGRAL PART OF ANY BIOSECURITY PROGRAM

Rodents Are A Biosecurity Risk

- ▶ Rodents can be reservoirs for disease agents, which can live inside the rodents body and be excreted in their urine & feces
- ▶ Rodents are well adapted to living with, or in close proximity to, humans and farm animals. This co-existence increases the likelihood of transmission
- ▶ Rodents are prolific breeders, which can result in a large rodent population in a short period of time. If disease organisms are present within these populations, they can be widely and rapidly distributed to uninfected areas and animals

Diseases include...

- ▶ Salmonellosis
- ▶ Mycoplasma
- ▶ Leptospirosis
- ▶ Bordetellosis
- ▶ Hantavirus Pulmonary Syndrome
- ▶ Hemorrhagic Fever
- ▶ Campylobacter

Rodents also account for tens of millions of pounds in profit losses each year in poultry and swine production facilities through...

Structural Damage

Rodents have a constant desire to gnaw. They will gnaw on or through virtually any type of material... wood, metal, plastic, etc, causing a variety of damage throughout your operation.

- ▶ Rodents gain entry by creating openings into the facility
- ▶ Once inside they wreak havoc on divider curtains, plumbing systems and wiring...

In fact, it is estimated that 1/5 of the unexplained fires are caused by rodents gnawing wiring

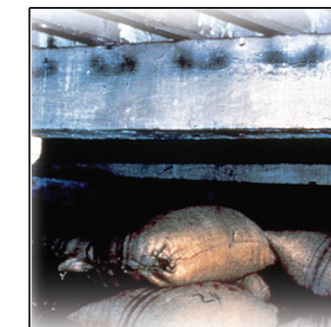


Feed Losses

From a global perspective, as much as 20% of the world's food supply is contaminated by rodents each year.

For swine and poultry operations, a rodent's financial impact is felt in 2 ways...

- ▶ Direct consumption of stored feedstuffs
- ▶ Contamination or spoilage of feed rendering it unusable



Sanitation & Harborage



Eliminate all spilled feed



Keep a 1m sterile zone around buildings mowed or sprayed



Remove debris from around buildings

Baiting Strategies

EXTERIOR BAITING AROUND BUILDINGS:

- ▶ Rodents tend to gravitate to warm air currents or where food odours emerge
- ▶ Tamper-resistant bait stations or traps should be placed every 5-10m for rats, and 2-4m for mice depending on the severity of the infestation.

INTERIOR BAITING:

- ▶ Rodent device placement depends on the type of infestation you are dealing with:
 - MICE: Space placements at 2-4m intervals depending on the severity of the infestation
 - RATS: Space placements at 5-10m intervals depending on the severity of the infestation



Bait rotation is vital to successful long term rodent control. Implement a program that utilises both active ingredients and includes a monitoring plan.

Products in a container that are 1.5kg and below are suitable for the amateur user. All other sizes are for professional use only and should only be sold and used by certified and trained professionals. Always read the rodenticide label.