

Selontra®

Rodent Bait

Frequently asked questions

Q1: What is **Selontra** rodent bait?

A1: **Selontra** rodent bait is a highly effective, innovative rodent bait that quickly controls rodent infestations. It offers several unique advantages for poultry, livestock, residential, commercial and industrial applications, including fast colony kill, shorter baiting regimes, less bait to kill populations, and proven efficacy killing anticoagulant-resistant rodents.

Q2: What are the advantages of **Selontra** rodent bait compared to anticoagulant rodenticides?

A2: There are significant benefits over anticoagulants and other rodenticides, including:

- Fast colony kill demonstrated in U.S. field trials¹
- The active ingredient in **Selontra** rodent bait, cholecalciferol, causes rodents to stop feeding on the bait, which allows for shorter baiting regimes and requires less bait to kill populations²
- Patent-pending formulation with proven palatability¹ even when competitive food sources are available
- Low risk of secondary non-target poisoning to birds and mammals³
- Durable and stable under extreme temperatures from 0°F to 177°F
- Demonstrates minimal water uptake in submersion testing
- Kills anticoagulant-resistant rodents; there is no known resistance to cholecalciferol
- Labeled for additional species, including Cotton rat, Eastern harvest mouse, Golden mouse, Meadow vole, Mexican woodrat, Polynesian rat, Southern plains woodrat, and White-throated woodrat (all states except California)

Q3: What is the active substance in **Selontra** rodent bait?

A3: Cholecalciferol, which is a naturally occurring vitamin (D3) that is present in all mammals. It is lethal to rodents in higher doses. Cholecalciferol is also available in health food stores as a dietary supplement.

Q4: Is **Selontra** rodent bait registered for use outdoors and indoors?

A4: Yes. Outdoors, **Selontra** rodent bait can be used within 100 feet of buildings. It can also be used inside and around/outside of transport vehicles (e.g. aircraft, ships, trains and trucks). Refer to the label for specific outdoor and indoor locations where **Selontra** rodent bait may be used, directions for use and limitations.

Q5: Are there any areas where **Selontra** rodent bait cannot be applied?

A5: **Selontra** rodent bait is not approved for use in agricultural crop fields, sewers or burrows. Broadcast baiting and hand-tossing into suspended ceilings is not allowed. When baiting outdoors, tamper resistant bait stations must be used. Refer to the label for specific application use and limitations.

Q6: Is **Selontra** rodent bait flammable?

A6: **Selontra** rodent bait is not flammable, but is combustible. This means a simple spark will not ignite **Selontra** rodent bait, but a vigorous fire could cause it to burn.

Q7: Does **Selontra** rodent bait require pre-baiting?

A7: Pre-baiting can be done if necessary, but is not required. U.S. field trials have shown that **Selontra** rodent bait is highly palatable and quickly accepted by rodents.

Q8: Are there any special baiting protocols I need to follow when applying **Selontra** rodent bait?

A8: Yes. With a rodent infestation, it is important to avoid under-baiting. When rodent activity is evident, reapply with a sufficient amount of bait to speed control and to potentially achieve control within seven days. With rodent maintenance, follow label directions.

Q9: What is the **Selontra** rodent bait application rate?

A9: Refer to the label for specific instructions. In general, application rate for each bait station should be:

- Mice: up to 40 grams or 1-2 soft baits per placement with stations spaced at intervals of 8 to 12 feet
- Rats: up to 160 grams or 2-8 soft baits per placement with stations spaced at intervals of 15 to 30 feet

Q10: How long does **Selontra** rodent bait take to work?

A10: In rats and mice, consumption of a lethal dose of **Selontra** rodent bait causes the affected rodent to stop feeding after approximately 24 hours. Mortality usually occurs within two to four days. Some U.S. field trials show mice appearing dead in 24 hours. **Selontra** rodent bait can control a rodent infestation in as quickly as seven days. Control is dependent on the size of the infestation and the surrounding environment.

Q11: What is the container shelf life?

A11: We currently have a 12-month container shelf life.

Q12: Once applied, how long will the bait remain effective if not consumed?

A12: The bait should be replaced after six months.

Q13: Is **Selontra** rodent bait only for professional pest control use?

A13: In the U.S., this product is packaged in quantities appropriate for professional, poultry and livestock use.

Q14: What is the environmental profile of **Selontra** rodent bait compared to anticoagulants?

A14: Unlike anticoagulants, the active ingredient in **Selontra** rodent bait, cholecalciferol, is a naturally occurring compound within animals and is neither persistent nor bio-accumulative. **Selontra** rodent bait is intended to be used at covered and protected bait points or in bait boxes, which limits environmental exposure.

Q15: What safety measures are included for **Selontra** rodent bait?

A15: **Selontra** rodent bait is produced in a soft bait formulation that is enrobed in a non-absorbent, odor-permeable shrink film. This formulation allows the bait to be adequately secured in bait stations, minimizing the risk of bait contamination around the site. A warning dye and a bittering agent also helps prevent human ingestion.

Q16: What first aid measures should I take if a child touches or eats **Selontra** rodent bait?

A16: Refer to the country-specific label for first aid measures. In general, if exposed to skin, immediately rinse with soap and water. If in eyes, rinse with plenty of water for several minutes and seek medical advice. If ingested, contact a poison control center or doctor immediately for treatment advice. Treat symptomatically. Treatments include a low calcium diet, high salt and fluid intake and avoidance of exposure to sunlight while monitoring calcium levels.

Q17: Is an antidote available for the treatment of cholecalciferol poisoning?

A17: While there is no antidote, accidental consumption in sub-lethal doses can be treated symptomatically. If consumption occurs, immediately contact a poison control center or doctor for treatment advice.

Q18: When **Selontra** rodent bait is applied, is there a risk non-target species will be affected? What if my dog or cat eats it?

A18: Rodents are more sensitive to cholecalciferol than most non-target species, including birds, cats and dogs. Overall, the likelihood of adverse exposure to non-target animals via primary poisoning is limited (when label directions are followed and tamper resistant bait stations are used). If a cat or dog eats a rodent that has consumed **Selontra** rodent bait, no toxic effects would typically be expected.

Q19: How should **Selontra** rodent bait be stored?

A19: Refer to the registered product label for specific storage information. In general, store **Selontra** rodent bait in the closed original container in a cool, dry, and well-ventilated area. Do not store in direct sunlight. Store in a locked room and away from children, animals, food and feedstuffs and products with an odor.

Q20: Does **Selontra** rodent bait have a certification for Leadership in Energy and Environmental Design (LEED)?

A20: No, unfortunately this is not possible for any rodenticide. LEED does not consider any rodenticide a least-risk pesticide.⁴

Q21: Does **Selontra** rodent bait have an Organic Materials Review Institute (OMRI) certification?

A21: No, **Selontra** rodent bait does not have an organic certification due to its inert ingredients.

Q22: Is the wrapper biodegradable?

A22: No.

Q23: Have you had any wrapper translocation issues in your field trials?

A23: Rarely have the wrappers in US mouse, Norway rat, and roof rat studies been translocated outside the bait station. Translocation is possible, but can be limited by using tamper resistant bait stations, securing the bait on the bait station rods, and securing the bait stations to the ground.

Q24: Is **Selontra** rodent bait a single-feed or multi-feed bait?

A24: Single-feed baits require rodents to consume a lethal dose in one visit. Currently, we do not have a single-feed study, but we do have field trial data indicating rodents consume a lethal dose of **Selontra** bait in one feeding. Additionally, status as a single-feed or multi-feed bait has been immaterial, for two reasons:

- 1) The active ingredient in **Selontra** rodent bait has stop-feed properties
- 2) Field studies have shown population control in as few as seven days.

Q25: Does **Selontra** rodent bait contain **Bitrex**®?

A25: Yes. It contains **Bitrex**, a bittering agent and warning dye to help prevent human consumption.

Q26: In what package sizes is **Selontra** rodent bait available?

A26: **Selontra** rodent bait is available in durable and re-sealable 8-pound pails (no cases). The bait size is a 20-gram sachet shaped as a square (35mm x 35mm x 12mm). There are 182 baits in a bucket.

Q27: Can **Selontra** rodent bait be used around organic farms and storage areas?

A27: Yes, U.S. EPA Label allows for use in/around agricultural buildings, including but not limited to swine, poultry, cattle, equine and dairy facilities; warehouses; food storage areas and food processing facilities.⁵ Farmers should always check with their organic certification programs to see if **Selontra** rodent bait can be used in and/or around their organic operations.

Q28: What is the difference between single-feed and stop-feed?

A28: Single-feed rodenticides allow for a rodent to consume a lethal dose in one feeding (usually within one visit or one day). Stop-feed rodenticides are based on the mode of action that coincides with a unique active ingredient. **Selontra** rodent bait, a rodenticide containing the active ingredient cholecalciferol, will force the rodent to cease feeding on the bait once a lethal dose has been achieved.² A rodenticide that is considered a single-feed does not necessarily mean it contains a stop-feed active ingredient. The same is true of a rodenticide containing a stop-feed active ingredient; this does not necessarily mean it is a single-feed bait.

For more information, visit: pestcontrol.basf.us

Sources:

- 1 U.S. Field Trials - Indiana Grain Farm Study (2017), North Carolina Pig Farm Study (2016)
- 2 Prescott, C.V., El-Amin, Vusa, and Smith, R.H., "Calciferols and Bait Shyness in the Laboratory Rat". Proceedings of the Fifteenth Vertebrate Pest Conference 1992. Paper 64. Whisson, Desley, "Rodenticides for Control of Norway Rats, Roof Rats, and House Mice". University of California

Cooperative Extension, Poultry Fact Sheet No. 23, 1996.

- 3 Marshall, Edward F., "Cholecalciferol: A Unique Toxicant for Rodent Control." Proceedings of the Eleventh Vertebrate Pest Conference 1984. Paper 22. <http://npic.orst.edu/factsheets/rodenticides.pdf>
- 4 <http://www.usgbc.org/credits/existing-buildings-schools-existing-buildings-retail-existing-buildings-hospitality-exist-26>
- 5 **Selontra** EPA Approved Label (2017).

Always read and follow label directions.

Selontra is a registered trademark of BASF. © 2017 BASF Corporation. All Rights Reserved. PSS 17-1705

BASF
26 Davis Drive
Research Triangle Par,
NC 27709 USA
919-547-2000
pestcontrol.basf.us
Follow @BASF_Pest_us

 **BASF**
We create chemistry