



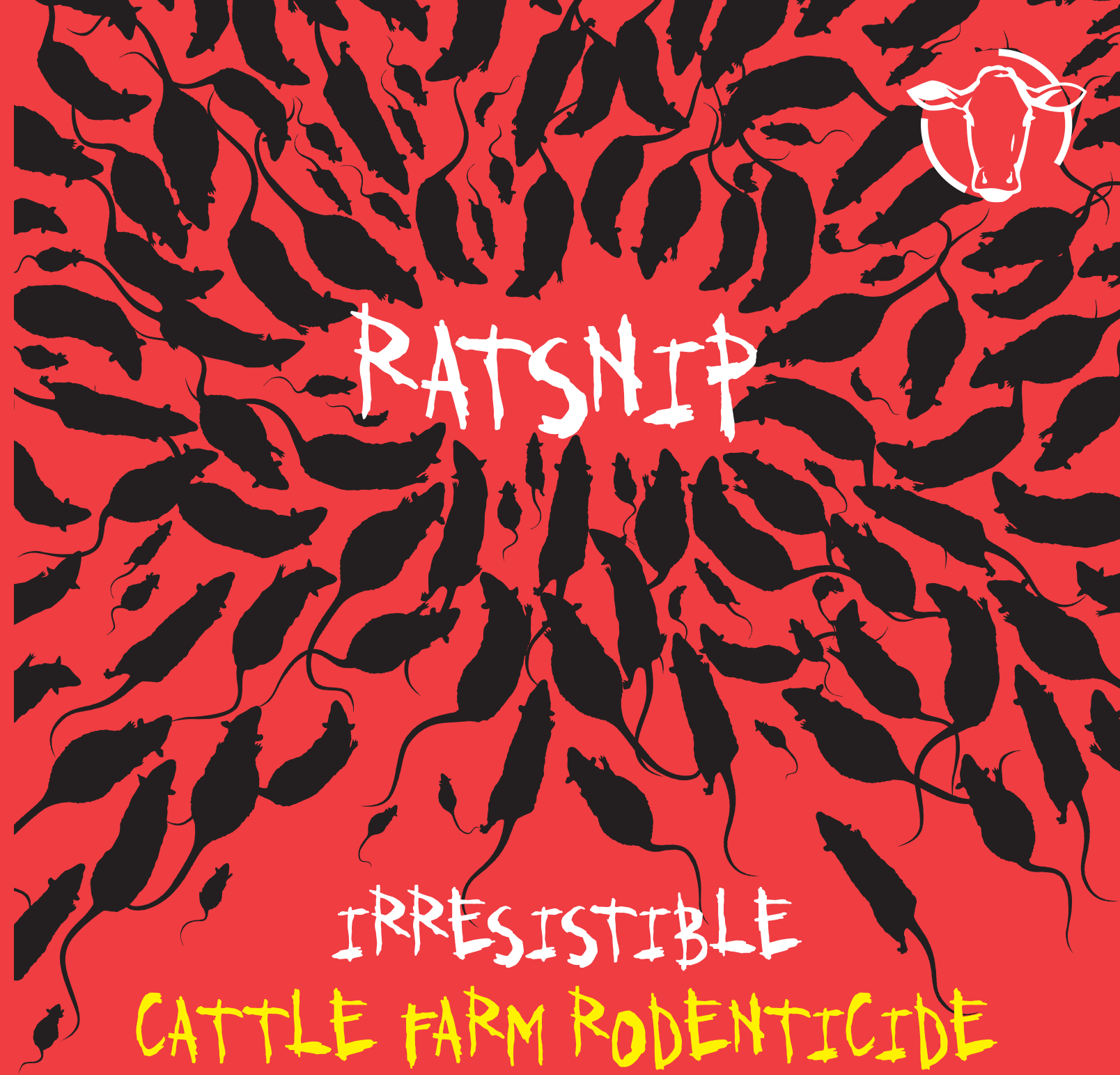
### 10 steps to effective, responsible rodent control on cattle farms

1. Remove all potential sources of food
2. Identify and mark all bait locations
3. Use plenty of baiting points and keep records of consumption
4. Place bait near to runs, burrows, smears & droppings
5. Cover bait to protect it from wildlife, pets and rain
6. Examine and top up bait points regularly
7. Regularly check for, and dispose of dead rodents promptly
8. Continue baiting until one week after feeding has stopped
9. Remove all unused bait at the end of the programme
10. To avoid re-infestation set up barrier baits for a limited period. Monitor every 3-4 weeks, until confident that no bait has been consumed. Ensure all buildings are rodent proof

  
**RATSNIP™**  
The bait rats and mice choose

For further information on Ratsnip applications and performance  
please contact Novartis Animal Health Inc., P.O. Box, CH-4002 Basel, Switzerland

All Ratsnip formulations contain difenacoum 0.005%  
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for better control of rats and mice

**NEW**  
  
**RATSNIP™**  
The bait rats and mice choose



*Rattus norvegicus*



*Rattus rattus*



*Mus domesticus*



# Protect your cattle, farm and profits against rodent infestations

## ● The costs of rodent infestation

Rats and mice can have a devastating effect on your profits, spreading disease, damaging buildings and contaminating feed:

- Rodents can transmit more than 45 bacterial, viral and parasitic pathogens (including Leptospirosis, Dysentery and FMD).
- Populations of 15,000 rats have been observed to consume 300 kg of feed/day and contaminate 10 times more feed with droppings and urine.
- Rats and mice cause major damage to buildings, equipment and wiring by habitual gnawing. The result is expensive repair/replacement bills, increased energy costs and decreased production output (it is estimated that up to 50% of farm fires are related to the presence of rodents).

## ● Identifying infestations

There are three rodent species of primary concern:

***Rattus norvegicus*** or brown rat – very common on farms worldwide, typically living outside in hedgerows and concealed burrows

***Rattus rattus*** or black rat – almost always lives indoors preferring upper floors, walls and roof spaces

***Mus domesticus*** or house mouse – widespread in farm buildings living exclusively inside

Rodent infestations are readily determined by the presence of:

- Droppings ● Footprints and tail marks ● Holes and nests ● Runs ● Signs of gnawing ● Smears

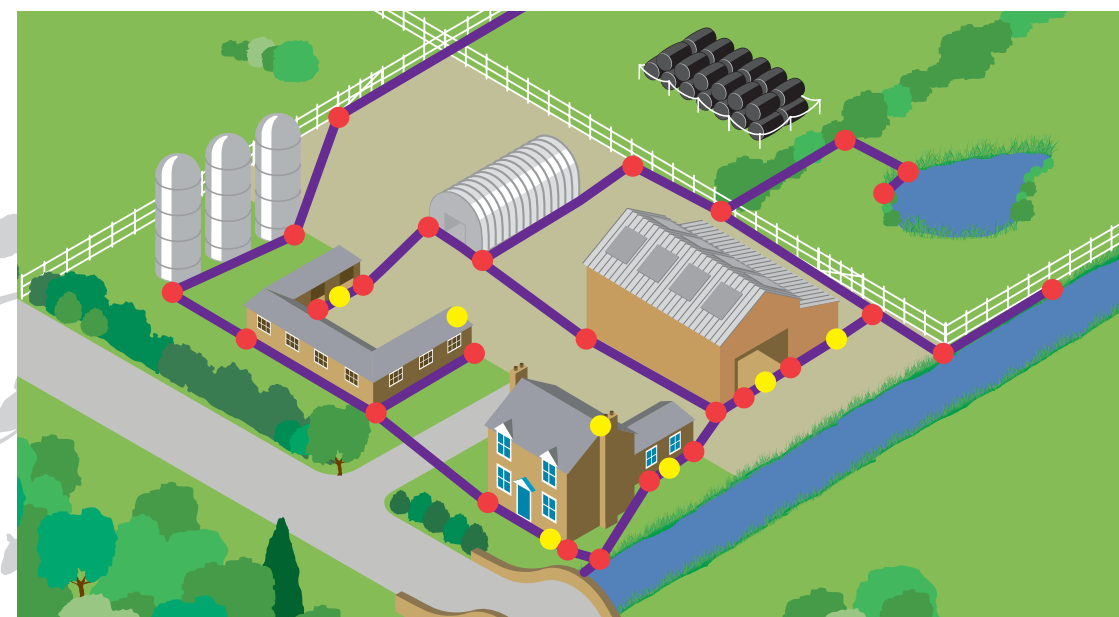
Careful observation of the nature and location of these indicators enables producers to diagnose the exact nature of which rodent species is present on their farm.

## ● Effective rodent control

The key to the success of any rodent control programme is the implementation of a planned, sustained approach using an effective bait which maximises uptake.

Place bait points where rats and mice are seen to be active (eg smears, droppings and gnaw marks). Potential entry points should be blocked once the baiting programme is complete.

- Baiting Point ● Potential Entry Points ● Areas of Rodent Activity



*Rattus norvegicus* droppings



*Rattus rattus* droppings



*Mus domesticus* droppings

Note: droppings are actual size

## ● New RATSNIIP – the versatile farm rodenticide that has it all

Ratsnip is a potent 2nd generation anticoagulant that doesn't suffer from the resistance problems so often encountered with 1st generation rodenticides such as Warfarin.

## 3 formulations that give you even more control

Presented in three versatile, highly palatable formulations, Ratsnip is specifically formulated to be able to go everywhere rats and mice go giving rodents no hiding place. All Ratsnip formulations contain difenacoum 0.005%



**BLOCK** (only 5g) – small, compacted blocks that are readily consumed by rats and mice. These smaller blocks are highly practical and economical: they encourage gnawing, reduce waste, can be placed in mouse holes and taste grainier than wax blocks.



**PASTE** comes in sachets high in readily digestible proteins and fats with an aroma that's irresistibly attractive to even the fussiest rats and mice. Ratsnip paste sachets are easy to place in small cracks and crevices including mouse holes.



**GEL** comes in a large syringe that fits into a standard sealant gun. This allows the gel to be applied as spot treatment, directly into cracks and crevices, or to vertical surfaces. Ratsnip non-spill gel is also ideal for baiting in sensitive environments.

