

# Selontra® Soft Bait

## Rodenticide



### What makes Selontra a better solution?



- Limited likelihood of adverse exposure to non-target animals via secondary poisoning\*.
- Reduced risk of contamination to stock, stock feed and the environment.
- Low risk bird poisoning.
- Stop-feeding effect prevents affected rodents from feeding on non-bait food sources or consuming additional bait, which reduces bait wastage and the number of treatments required.
- Superior palatability even when other attractive food sources are available:
  - 4 times more palatable than most rodenticides.
  - 13.2 times more palatable than maize silage.
- Stable control within 7 days with only 2 bait applications.
- Stability in extreme temperatures (from -18°C to +77°C).



### When should Selontra be used?



Selontra is effective whenever rodent control is required. In areas of high pressure, Selontra provides fast and efficient control and allows infestations to be managed quickly. Selontra is also the best choice in sensitive areas where stock residues could put stock, pets or birds and other animals at risk.



### How long does it take Selontra to affect rodents?



In rats and mice, consumption of a lethal dose of Selontra induces the affected rodent to stop feeding after approximately 24 hours. Mortality usually occurs within 2 to 4 days.



### How should Selontra baits be placed?



Wrapped bait blocks should be placed on the rods in a lockable, **tamper-proof** bait station.



### How often should stations be checked?



**Initial application:** Every 3 days after initial application (checking if bait has been eaten). If not eaten select new locations if necessary. Then after another 4 days to replace any soft baits which have been eaten.

**Severe infestations:**

- Weekly inspections recommended.
- Fresh soft baits should only be added once the old baits have been eaten.

## Selontra®

### At a glance

Selontra Soft Bait is the next generation rodenticide providing superior palatability and efficient baiting regimes.

**Product type:**

Non-anticoagulant oil-rich soft block.

**Active ingredient:**

Cholecalciferol

**Pack size:**

5 kg

**Baits per station:**

**Rats** 3-9

**Mice** 1-2

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### Q Where can Selontra be used?

A Within lockable bait stations, Selontra can be placed in and around domestic homes, industrial, commercial and agricultural buildings, animal houses, farms, nature reserves and national parks, wharves, public service buildings, hospitals, food processing facilities, abattoirs, transport vehicles (including ships), around grain terminals, storage areas and fence lines (including perimeter fence lines).

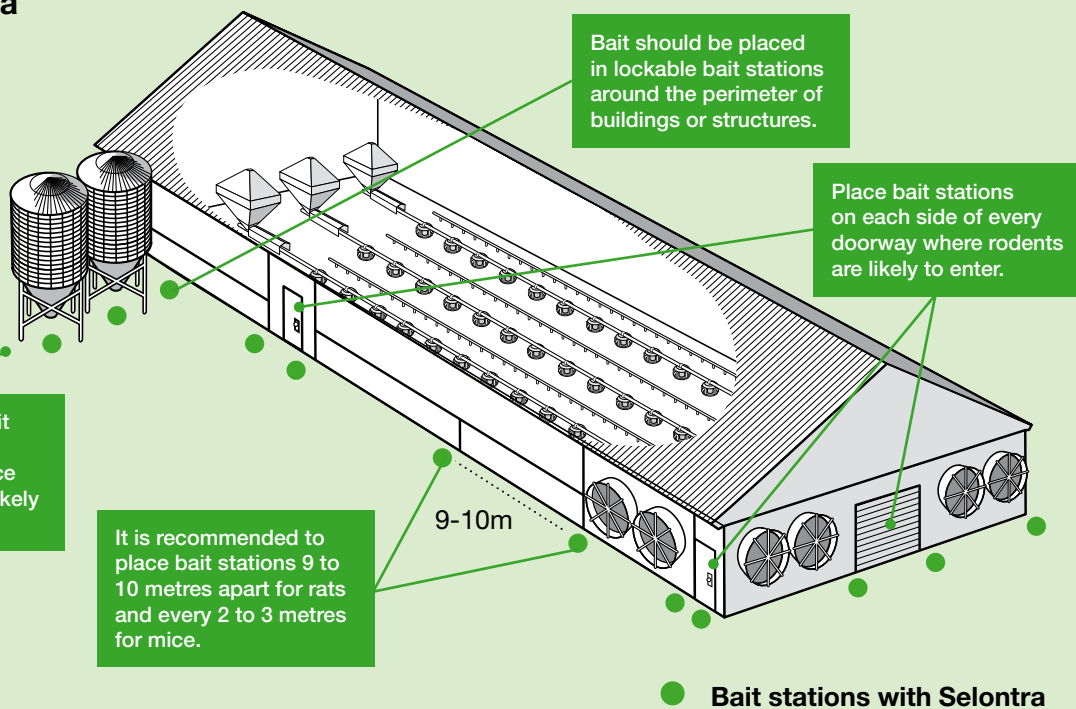
### Q What safety measures are included for Selontra?

A Selontra is produced in a soft block formulation that is encased in a non-absorbent, flavour-permeable shrink film that allows the bait to be adequately secured in bait stations, minimising the risk of bait contamination around the site. A warning dye and bittering agent also prevent human consumption.

### Q Is an antidote available for the treatment of cholecalciferol poisoning?

A Cholecalciferol poisoning can be treated. If Selontra is ingested, the affected animal or person should seek immediate medical attention. Treat symptomatically. Treatments include a low calcium diet, high salt and fluid intake and avoidance of exposure to sunlight while monitoring serum calcium levels.

### Effective Selontra bait placement



\*Eason, C.T. et al. (1996), Proc. 17. Vertebrate Pest Conf. 54-58. Marshall, E.F. (1984), Proc. 11. Vertebrate Pest Conf. 95-98. Erickson, W. and Urban, D. (2004). Potential Risks of Nine Rodenticides to Birds and Non Target Mammals: A Comparative Approach. United States Environmental Protection Agency, Washington, D.C.

For more information on Selontra® Soft Bait, visit [pest-control.basf.co.nz](http://pest-control.basf.co.nz) or call **0800 558 399**

**ALWAYS READ AND FOLLOW LABEL DIRECTIONS BEFORE USING ANY PRODUCT IN THIS FACT SHEET.**

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