

Allure[®] MD Case Study

Bakery Production Facility: Crane Pest Control



Situation Overview

A large bakery production facility was experiencing a chronic problem with Indian meal moths, which threatened the wholesomeness of their products. In addition, the extensive fogging treatments that took place 2-3 times a year affected production scheduling and added unwanted expense. San Francisco-based Crane Pest Control, nationally-recognized specialists for pest control programs in the food service industry, was brought in to treat the problem.

“We all stood there in utter amazement – I have never seen anything like it,”

- Ken Ward

Treatment Plan

Crane's Ken Ward decided to test Prescription Treatment[®] brand Allure MD (mating disruption) from BASF Pest Control Solutions. To treat the facility, the team settled on a total of four dispensers in various locations on the production floor.



Allure MD controls moths by interfering with the male moth's ability to locate female moths and successfully mate with them.



Crane's Ken Ward also reported that customers appreciate product details like the metal grommets in the packaging which will be caught by metal detectors if the dispensers get dislodged or fall into processing equipment.

Results

- Before the team got the dispensers totally out of the packaging, moths began appearing in the office. They responded almost instantaneously to the pheromones. Impressed with the quick response, the team went directly to the bakery floor, opened another dispenser, and within seconds, they had a cloud of moths. “We all stood there in utter amazement – I have never seen anything like it,” Ward says.
- When Ward returned two days later, he found almost no evidence of moths except a few stragglers near the dispensers. And when his technician returned two weeks later, there were no moths to be found anywhere on the site.
- Based on his success, Ward is now using Allure MD in more bakery accounts and two nut processing plants in the San Francisco area. He says his technicians love the product because it is so easy to set up and monitor. He also reports that customers appreciate product details like the metal grommets in the packaging which will be caught by metal detectors if the dispensers get dislodged or fall into processing equipment.