

# Allure<sup>®</sup> MD Case Study

## Peanut Warehouse: OPC Pest Control



### Situation Overview

For years, Don Partin of Louisville, Kentucky-based OPC Pest Control had been treating a peanut warehouse account for Indian meal moths by using tried and true products that treated the moth population after they appeared in the warehouse. The moths came into the warehouse from shipments, primarily in cardboard boxes. But thanks to his willingness to try new technology, the moths are treated proactively – preventing problems before they occur. OPC Pest Control, which specializes in integrated pest management in food service facilities, is one of the largest independent pest control firms in Kentucky.

### Treatment Plan

Partin decided to test Prescription Treatment<sup>®</sup> brand Allure<sup>®</sup> MD (mating disruption) from BASF Pest Control Solutions. Allure MD controls moths by interfering with

the male moth's ability to locate female moths and successfully mate with them. Allure MD dispensers release synthetic moth sex pheromones, which mimic the natural pheromone of females and results in a disruption of the mating process. Partin placed dispensers in various locations in the warehouse to see what would happen.

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**- Don Partin**

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### Results

Partin typically sees a spike in moth populations in September and October. But with Allure MD, that didn't happen. “There were no peaks when we were collecting our trap counts. The trap counts were basically non-existent,” he says. He classifies the experiment as a big success.

Partin says managers at the peanut storage warehouse saved significant time and money by taking a preventative approach and not having to invest energy and resources toward eliminating a problem. He adds that the success of this trial has him thinking about the many other possibilities that exist to use the technology with his other accounts.

“There are many situations where mating disruption technology can work. Our sales team is thinking through accounts where food storage and stored product pests are common so we can proactively sell a preventative solution.”



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