



We create chemistry

Selontra®

Rodent Bait

Frequently asked questions

Q1: What are the advantages of **Selontra** compared to anticoagulant rodenticides?

A1: There are significant benefits over anticoagulants and other rodenticides including:

- Effectiveness against anticoagulant resistant rodents.^{1,2}
- Cholecalciferol, the active ingredient (AI), demonstrates stop-feed action after rodents ingest a lethal dose.³
- Stop-feed action of AI results in shorter baiting regimens and allows less-dominant rodents to feed sooner thus ensuring distribution throughout the population.^{3,4}
- Fast colony kill demonstrated in U.S. Field Trials.⁵
- Patented formulation with a Polyolefin film offers proven palatability even when other competitive food sources are available.⁶
- Cholecalciferol has a low risk for secondary poisoning to birds and mammals.⁶ Higher LD₅₀ values for rabbits, dogs, cats, and chickens compared to brodifacoum, difethialone or bromadiolone.⁷ (Note: the higher the LD50 value, the lower the toxicity.)
- High melting point keeps bait intact in temperatures as high as 177° F.⁸

Q2: What is the active ingredient in **Selontra**?

A2: The active ingredient in **Selontra** is cholecalciferol, a non-anticoagulant. Cholecalciferol is lethal to rodents in higher doses.

Q3: How long does **Selontra** take to work?

A3: In rats and mice, consumption of a lethal dose of cholecalciferol, the active ingredient of **Selontra**, causes the affected rodent to stop feeding after approximately 24 hours.⁴ Mortality usually occurs within two to four days. Some U.S. Field Trials show mice appearing to die in 24 hours.⁵ Depending on the size of the infestation and the surrounding environment, **Selontra** can control a rodent infestation in as quickly as seven days.⁵

Q4: What is the environmental profile of **Selontra** compared to anticoagulants?

A4: Unlike anticoagulants, the active ingredient in **Selontra**, cholecalciferol, is a naturally occurring compound within animals and is neither persistent nor bio-accumulative.⁷

Q5: What safety measures are included for **Selontra**?

A5: **Selontra** is produced in a soft block formulation that is enrobed in a non-absorbent, odor-permeable polyolefin wrapper. The enhancement hole allows the bait to be adequately secured in bait stations, minimizing the risk of bait displacement by the rodents around the site. A warning dye and a bittering agent, Bitrex®, also helps prevent human ingestion while not affecting palatability to target rodents.

Q6: What are the antidotes and/or treatment options for an accidental rodenticide poisoning of a companion animal?

A6: Accidental poisoning with both anticoagulants and cholecalciferol requires prolonged supportive care and therapy with multiple medications. There is not one specific antidote for accidental poisoning with cholecalciferol. In case of accidental or suspected rodenticide poisoning, immediately contact your veterinary professional or call ASPCA Animal Poison Control Center at 1-888-426-4435. Remember, failure to seek timely veterinary assistance can result in serious medical complications or even death.

Q7: Is **Selontra** a single-feed or multi-feed bait?

A7: Even though some anticoagulant rodenticides are considered single-feed, rodents may continue to feed after a lethal dose has been consumed. The LD₅₀ of cholecalciferol on rats/mice is less than the average daily food intake based on rodent biology. Additionally, characterizing **Selontra** as a single-feed or multi-feed bait has been irrelevant for two reasons:

- 1) **Selontra** contains cholecalciferol, the active ingredient with known stop-feed action.^{3,4}
- 2) Field studies have shown population control in as few as seven days.⁵

Q8: Can **Selontra** be used around organic farms and storage areas?

A8: Yes, the 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.⁹ Farmers should always check with their organic certification programs to see if **Selontra** can be used in and/or around their organic operations.

Q9: What is the size of the **Selontra** container?

A9: **Selontra** is sold in 8-pound resealable containers. Each container contains approximately 182 soft blocks that weigh 20 grams each.

Sources:

1. Ashton, A. D., 1986, Performance of Vengeance (bromethalin) in urban environments, presented at the Twelfth Vertebrate Pest Conference, San Diego, CA.
2. Ashton, A. D., and Jackson, W. B., 1984, Anticoagulant resistance in the house mouse in North America, in: Proceedings Conference on the Organization and Practice of Vertebrate Pest Control (A. Dubock, ed.), ICI, Fernhurst, PP. 181-188.
3. E.F. Marshall. Cholecalciferol: A Unique Toxicant for Rodent Control. Proceedings of the Eleventh Vertebrate Pest Conference 1984. p. 95-98
4. AI demonstrates stop-feed action after ingesting a lethal dose. 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.
5. U.S. Field Trials (Indiana Grain Farm, 2017; NC Pig Farm, 2016)
6. <http://www.npic.orst.edu/factsheets/rodenticides.html>. Erickson, W.; Urban, D. Potential Risks of Nine Rodenticides to Birds and Nontarget Mammals: A Comparative Approach. U.S Environmental Protection Agency; Office of Prevention, Pesticides, and Toxic Substances; Office of Pesticide Programs; U.S. Government Printing Office: Washington, DC, 2004.
7. CADPR: DPR-2013-SGAR-Memo https://www.biologicaldiversity.org/campaigns/pesticides_reduction/pdfs/DPR-2013-SGAR-Memo.pdf
8. Sharon Hughes, 2018, Heat Stress Comparison

Always read and follow label directions.

Bitrex is a registered trademark of Johnson Matthey. Selontra is a registered trademark of BASF.
© 2020 BASF Corporation. All Rights Reserved.
PSS 20-1704