



FINAL BLOX's active ingredient, brodifacoum, is the strongest, single-feeding anticoagulant on the market today.

A Discerning Pallet: Why FINAL® BLOX Appeals to Rodents

When you take out three 55-gallon drums of dead Norway rats over a two-week period following the start of a baiting program it tells you two things. One, your bait is working and two; your client has a serious rodent problem.

This is the situation John Williams of Pest Doctor in Toulon, Ill., outside of Peoria, faced when he was asked to knock down a serious rodent infestation that was plaguing an animal feed-processing plant and the surrounding area of the town where it was located.

“The city and county had a court order to close the plant down if they didn’t get the rat problem under control,” says Williams. “They were convinced the processing plant was the epicenter of the problem.”

With rodent pressure rising around the city, which is located in the heart of central Illinois’ rich fields of corn and soybeans,

Williams was tasked with identifying the root cause of the growing rodent population.

“There were abundant food sources available for the rats to feast on across the city so pinpointing the root cause of the infestation was important,” says Williams.

After some old-school rodent detective work, Williams identified a grain co-op, located along the same railroad line as the feed-processing plant, as “ground zero” for the rat infestation.

The veteran pest professional found more than 40 rodent burrows around the co-op and discovered the rats were traveling to the processing plant to feed on the attractive food sources that were present, including peanuts, oats and other ingredients needed to make dog and cat food.

The city was pressing the owners of the processing plant to pay for rodent control services for the infested areas



John Williams

around the city but Williams’ report and testimony were able to narrow the source of the infestation down.

The court did, however, order the processing plant to contract for five years’

worth of rodent management services and Williams was given the job of rooting out the unwelcome visitors.

Williams deployed more than 80 pounds of Bell Laboratories FINAL® All-Weather BLOX rodent bait in more than 35 PROTECTA® Bait Stations around the plant.

The physical condition of the plant, which was located in an old foundry, contributed heavily to the success of the rat population. Loading dock and entry doors were left open, and broken or missing glass and screens on ground-level windows

allowed the rats unfettered access to the tasty unprocessed food inside.

“There were so many rats inside the building that the forklift drivers were running them over during the day,” says Williams. “We were refilling the bait stations on a daily basis and moving the stations around according to the consumption levels we were seeing.”

Why was FINAL BLOX the right bait choice for the job? Williams credits its unique formulation and rapid knockdown.

“We needed bait that would be palatable because of the competitive food sources that were available and FINAL BLOX’s formula fits that bill perfectly,” says Williams. “It is the best bait on the market for our needs.”

Another device in Williams’ rodent management toolbox he relies on are the Protecta EVO® Express® bait stations. Williams uses the heavy-duty, injection-molded plastic stations primarily on the exterior of structures including barns, grain silos and bins, and other storage facilities.

“The durability of the station is a real plus for our harsh winters and hot, humid summers,” says Williams. “The stations can be used for both mice and rats, they stay in place, and the sturdy construction and design helps maintain the integrity of the bait.”

Williams says he has noticed higher,



Protecta EVO Express bait station

Passing the Taste Test

The presence of competitive food sources in an account with a rodent infestation can make the job of the pest management professional a little tougher. If abundant alternative food sources are available, rats and mice are less likely to feed on the bait that is deployed to eliminate them.

Sara Knilans, Midwest Regional Manager for Bell Laboratories, says the combination of a powerful active ingredient, Brodifacoum, and carefully chosen human food ingredients, make FINAL® All-Weather BLOX a reliable tool in any rodent management toolbox.

“Bell uses numerous human food ingredients in FINAL and that makes it attractive to rodents, even in situations where there are strong competitive food sources,” says Knilans. “Not only does the human food mask taste aversions but it mirrors the natural food sources that attracted the rodents in the first place.”

The powerful active ingredient also contributes to the bait’s effectiveness in situations where rodents, especially mice, have an extensive food buffet to choose from.

Knilans says mice are notorious nibblers and they only need to consume a small dosage of FINAL to deliver a fatal blow.

“Even if there are other attractive food options present FINAL remains attractive,” adds Knilans. “This makes it effective bait for cleanouts where rodent pressure is high and quick knock-down is needed.”



Sara Knilans

more consistent rodent pressure year-round and credits that to both milder winters and the numerous public works projects repairing and replacing water mains and sewers.

“The construction has disturbed some well entrenched rodent nests and as a result they are looking for new locations to live,” says Williams.

And it isn’t just commercial agriculture facilities he sees becoming the focus of foraging rats. Residential homes are being targeted and Williams recently treated three homes where rats chewed through siding and drywall to gain access after emerging from nearby sewers.

Williams says improvements in bait and bait station technology have advanced the efforts of pest management professionals. This complements the use of rodent trend data to better analyze the root cause of an infestation, and when and where to make a targeted application of bait, perform exclusion work or address other conducive conditions.

“The products introduced by Bell Labs save me time and allow me to use that time more productively,” adds Williams. “Instead of just checking traps I can do more comprehensive inspections, exclusion work and spend time reviewing data that gives me the information to design and execute a more effective rodent management program.” ●

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