

University of Nebraska - Lincoln

DigitalCommons@University of Nebraska - Lincoln

---

Eastern Pine and Meadow Vole Symposia

Wildlife Damage Management, Internet Center for

---

March 1983

# VELSICOL MARKETS MORE THAN A RODENTICIDE

Velsicol Chemical Corporation

Follow this and additional works at: <http://digitalcommons.unl.edu/voles>



Part of the [Environmental Health and Protection Commons](#)

---

Corporation, Velsicol Chemical, "VELSICOL MARKETS MORE THAN A RODENTICIDE" (1983). *Eastern Pine and Meadow Vole Symposia*. 180.

<http://digitalcommons.unl.edu/voles/180>

This Article is brought to you for free and open access by the Wildlife Damage Management, Internet Center for at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Eastern Pine and Meadow Vole Symposia by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.

## VELSICOL MARKETS MORE THAN A RODENTICIDE

Velsicol Chemical Corporation  
341 East Ohio Street, Chicago, IL 60611

Manufacturer's responsibility does not end with production of a high quality bait. There are several excellent rodenticides on the market today, but their effectiveness depends on the applicator's understanding of what he is doing and why he is doing it. That's why Velsicol has shifted so much of its emphasis to studying rodent behavior and rodenticide application technology.

To provide orchardists with an understanding of the dynamics of orchard vole control, Velsicol developed an educational program based on integration of good management practices with chemical and non-chemical methods of control. The program covers orchard cultural practices, identification of voles, vole ecology, and, mechanical and chemical methods of control. It emphasizes that chemicals must be used in conjunction with good cultural practices to optimize production and protect the grower's investment.

In development of the program, Velsicol held a panel conference of professional researchers with geographically specific expertise to ensure that the program represented the "state of the art" on cultural, mechanical and chemical procedures.

Working closely with the Velsicol Product Development staff and an outside firm specializing in programmed instruction, the Vole Panel produced the broad information base behind the educational series entitled "Integrated Management Systems of Control - Orchard Mice."

The series is aimed at the grower to provide a broader understanding of the complexities of vole control and management practices, increasing grower opportunities to maintain a healthy orchard, and providing orchardists with a professional standard.

The entire educational system is available to grower organizations and associations, Extension Agents, County Agents, Educators, and other interested groups without cost on a loan basis. The system includes the following:

### INTEGRATED MANAGEMENT SYSTEMS OF CONTROL-ORCHARD MICE

#### AUDIO VISUAL

The audio-visual (slide, pulsed tape) discusses a total management system for orchard vole control including identification of species, vole ecology, damage and steps to control: 1) cultural practices, 2) mechanical controls; and 3) chemical controls.