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VELSICOL MARKETS MORE THAN A RODENTICIDE

Velsicol Chemical Corporation

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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 applicators 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 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 much be used in conjunction with good cultural practices to optimize production and protect the growers 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 growers 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.