

FERROXX

Iron-based
Snail and Slug Bait
by Neudorff



What is Ferroxx?

Direct replacement for metaldehyde baits

MRL-exempt

Active Ingredient is iron chelate (NaFeEDTA)

Inert bait pellet is a food-grade 'pasta'



The Ferroxx Label

Broad, inclusive label

MRL Exempt: one product for all crops and sites

CAUTION Signal Word

Zero REI and PHI



The Ferroxx Label (continued)

5 to 20 lbs/acre

ALL broadcast applications are allowed

Aerial applications allowed

NO irrigation restrictions (unlike metaldehyde baits)

No re-application interval, no annual maximum



The Ferroxx Label (continued)

No compliance pitfalls:

No restrictions on crop contact (unlike metaldehyde)

Labeled for avocados and vines (unlike metaldehyde)

Less applicator liability than metaldehyde:

“Do not enter or allow others to enter the treated area until applied material is no longer visible.” (All meta labels)

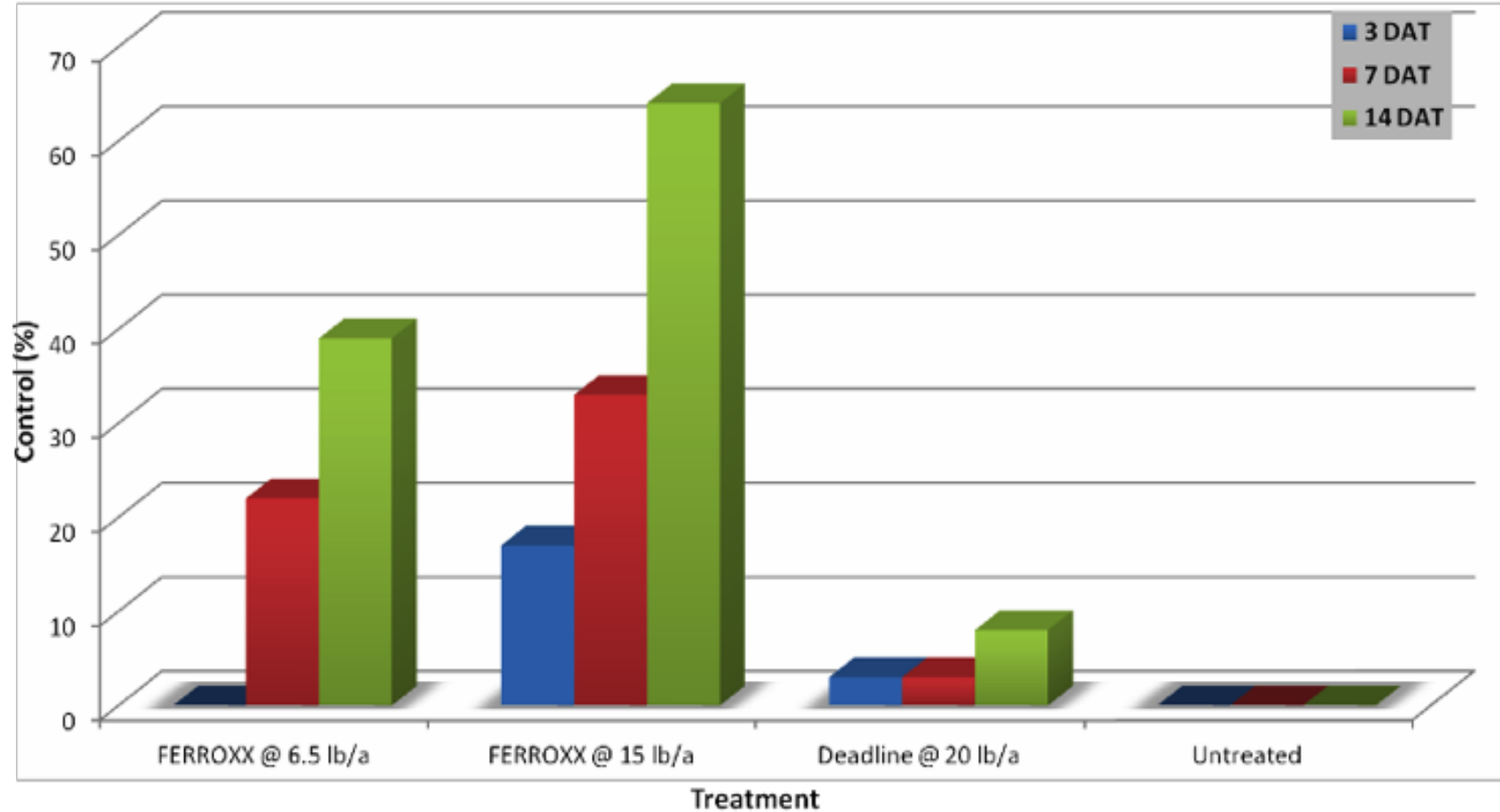


How does Ferroxx work?

Better than metaldehyde



Field trial of Ferroxx compared to metaldehyde in the control of the common snail, *Helix aspersa*, on citrus in California



Source: Holden Research and Consulting, 2009

AgRx Citrus & Avocado Meeting, 2/28/17, Santa Paula, CA



How does Ferroxx work?

Better than metaldehyde

By blocking oxygen metabolism

Irreversibly

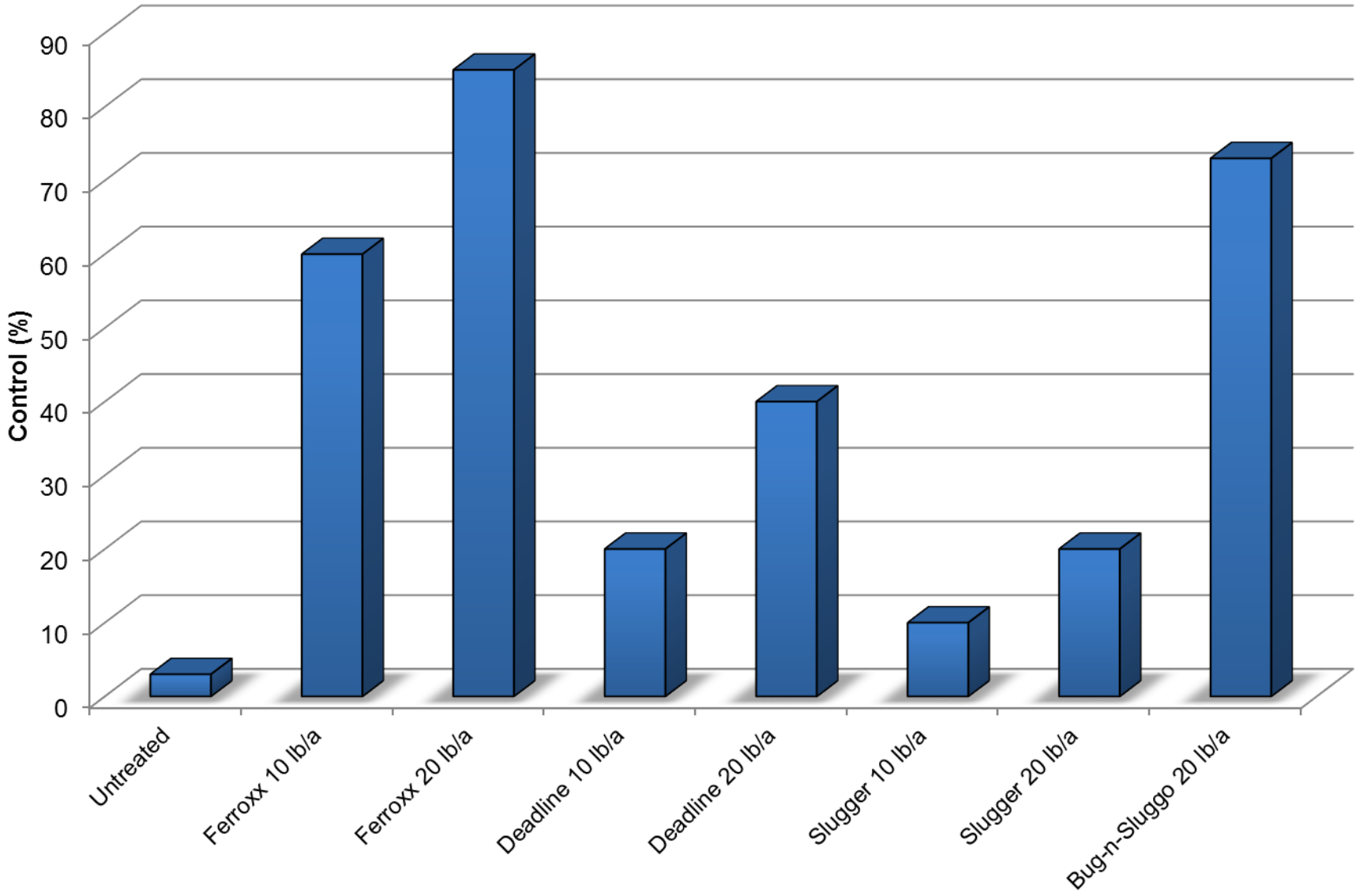


What can I expect when I use Ferroxx?

Superior control



Control of snails in California citrus 14 days after treatment (Holden, 2011)



What can I expect when I use Ferroxx?

Superior control

Immediate crop protection

Efficacy at all temperatures and moisture levels



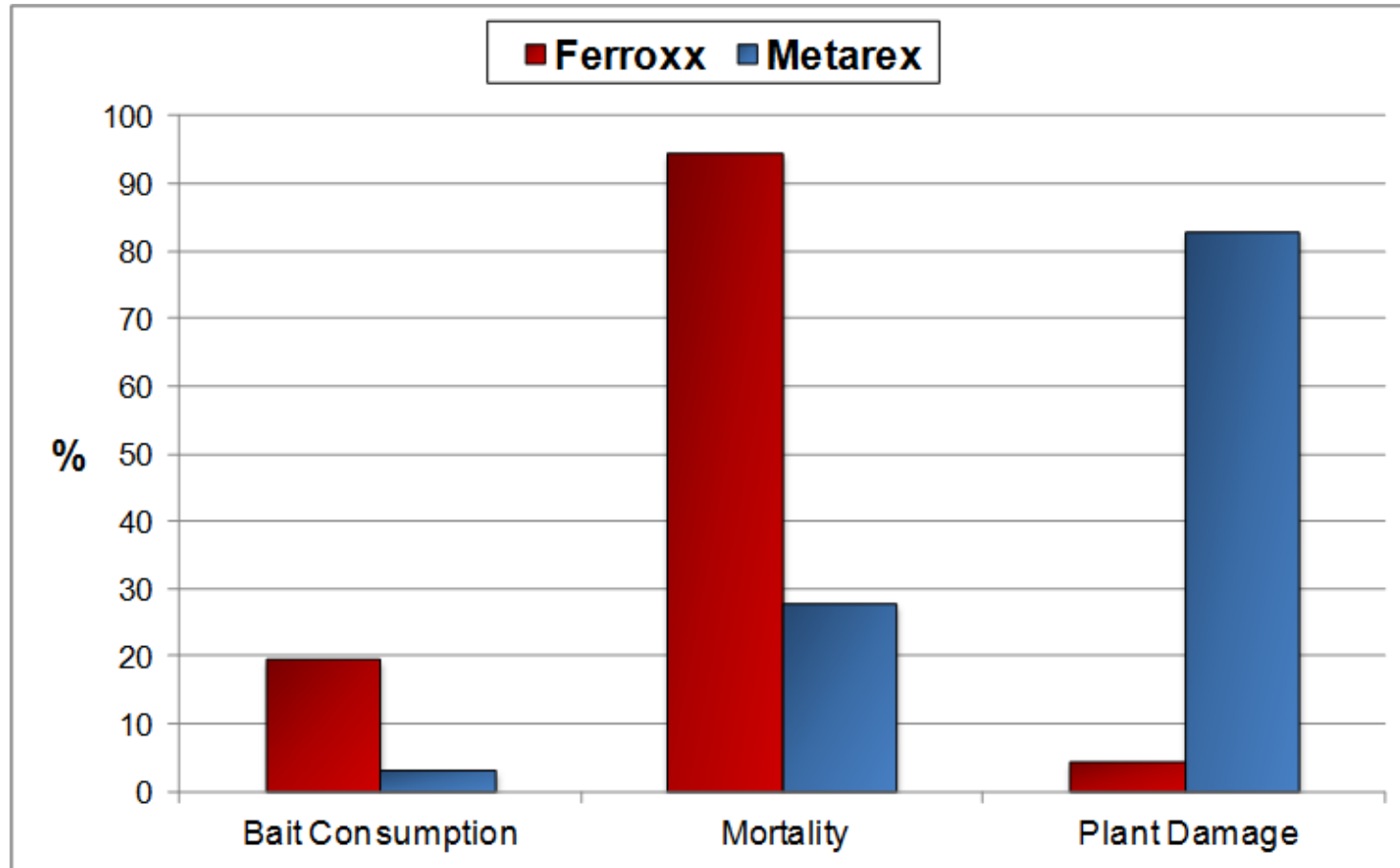
What should I *not* expect?

Foaming, distressed snails
paralyzed in plain sight

Sub-lethal dosing

Bait-shyness





Attractive, palatable bait ensures efficacy

Source: Arndt R, 2011

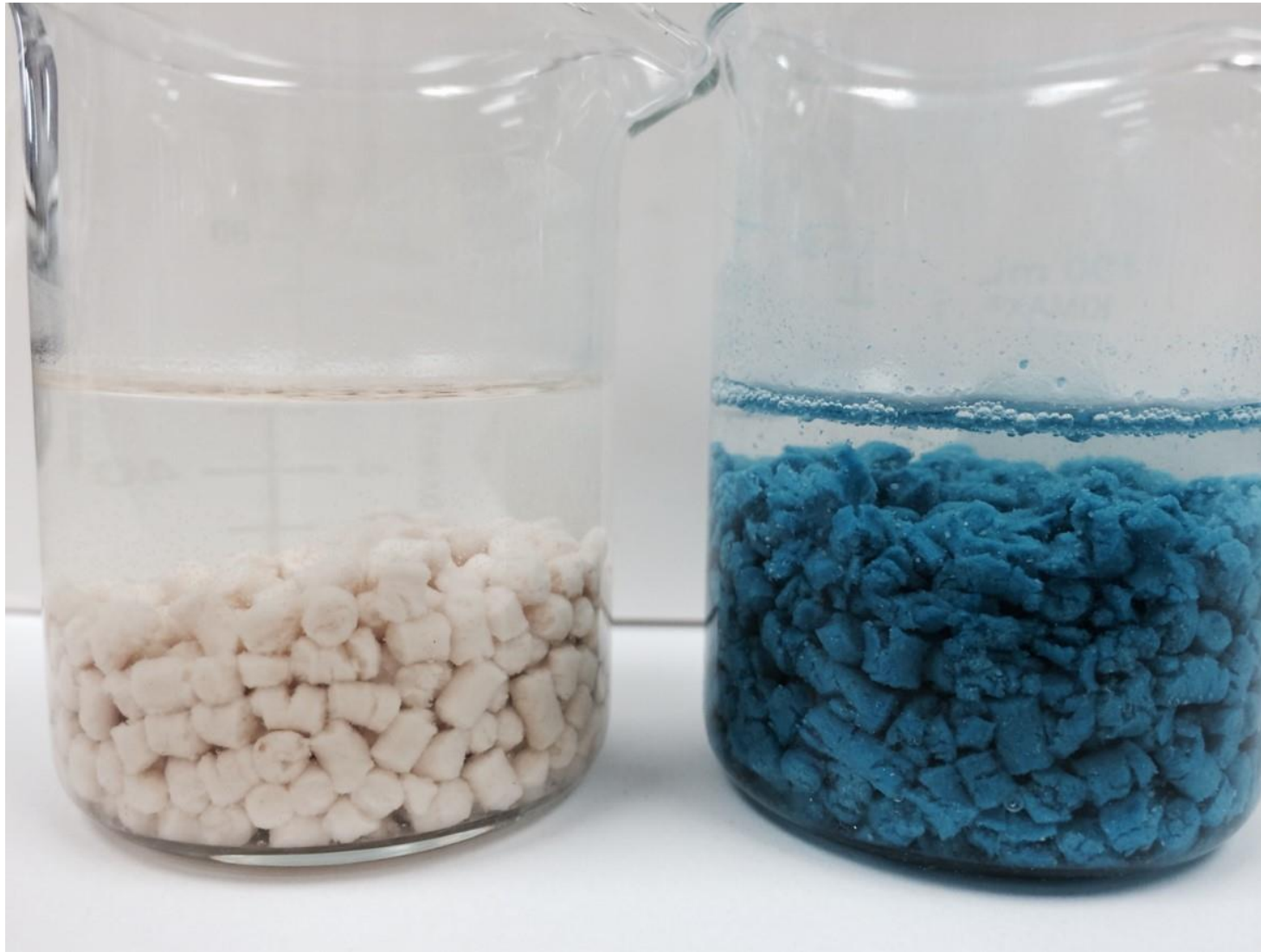
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Ferroxx features and benefits

Durable, long-lasting pellet





Ferroxx vs Deadline at 4 hours

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Ferroxx features and benefits

Durable, long-lasting pellet

Highly attractive and palatable to the target pest

NO non-target toxicity

More bait points per pound than metaldehyde baits



Questions?

Thanks for your time and attention!

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Number of SWD recovered from harvested raspberry fruit after treatment (Holden, CA, 2016)

