Termidor® Stewardship
“Proper Use”
Since 2011 BASF Corporation has Developed a Robust Stewardship Program Directed at Key Applicator Groups and Others Responsible for Pest Control Programs

- Pest management professionals
- Lawn care operators
- Nursing home administrators
- Golf course superintendents
- Apiculturists responsible for honey bee management
- Taxidermy professionals
The “ProperUse” Stewardship Program Focuses on Getting Information into the Hands of these Groups to Remind them Certain Uses are not Permitted

- Distributing the “ProperUse” message directly
  - Mailers
  - Presentations at all BASF-sponsored meetings
  - Website

- ‘Listening’ to publically available internet and social media traffic AND responding to promotion of non-labeled uses
Termidor® Stewardship

- Added to Label a “Stewardship Box” Listing Key Sites/Areas Where Termidor® is not to be Used
2014 – BASF Decided to Expand the Stewardship Program to Reach Applicators in Additional Ways

- Brochure updates
2014 – BASF Decided to Expand the Stewardship Program to Reach Applicators in Additional Ways

- Brochure updates
- Clipboards with the “Proper Use” message for applicators
Termidor® Stewardship

Proper Use — Apply Responsibly
Misuse of pesticide products can result in regulatory actions affecting the applicator and product.

Applicators — Always Read and Follow Label Directions
Only uses listed on label have been approved based on human health and environmental impact.

Proper Use is Everyone’s Responsibility
For Termidor labels and Safety Data Sheets visit www.cdms.net or scan the bar code.

Questions on Termidor Products?
Email BASF-Product-Stewardship@BASF.com
Call (800) 777-8570

Always read and follow label directions.
A Termidor trademark/brand/active ingredient application can only be performed by a licensed pest management professional.
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2014 – BASF Decided to Expand the Stewardship Program to Reach Applicators in Additional Ways

- Brochure updates
- Clipboards with the “Proper Use” message for applicators
- Communication to secondary purchasers (e.g., internet)
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- Brochure updates
- Clipboards with the “Proper Use” message for applicators
- Communication to secondary purchasers (e.g., internet)
- Floor banners at trade shows and meetings
TERMIDOR* PRODUCTS

PROPER USE IS
EVERYONE’S RESPONSIBILITY

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- Brochure updates
- Clipboards with the “ProperUse” message for applicators
- Communication to secondary purchasers (e.g., internet)
- Floor banners at trade shows and meetings
- Tank Clips
Termidor® Stewardship

Proper Use Guidelines:

• Do not use for general pest control indoors*

• Always read and follow label directions

• Proper use is everybody’s responsibility

• Questions? Call 1-800-777-8570

• For labels and safety data sheets (SDS), please visit www.cdms.net or scan the QR code below

*Except for foam wall void applications
Always read and follow label directions.
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Termidor® Stewardship

- 2014 – BASF Decided to Expand the Stewardship Program to Reach Applicators in Additional Ways
  - Brochure updates
  - Clipboards with the “ProperUse” message for applicators
  - Communication to secondary purchasers (e.g., internet)
  - Floor banners at trade shows and meetings
  - Tank Clips
  - Meetings with state regulatory officials to explain the “ProperUse” Stewardship Program and stress compliance assistance
2014 – BASF Decided to Expand the Stewardship Program to Reach Applicators in Additional Ways (continued…)

- Presentations at key meetings to deliver the “Proper Use” message
2014 – BASF Decided to Expand the Stewardship Program to Reach Applicators in Additional Ways (continued…)

- Presentations at key meetings to deliver the “Proper Use” message
- Video presentations for General Pest Control
2014 – BASF Decided to Expand the Stewardship Program to Reach Applicators in Additional Ways (continued…)

- Presentations at key meetings to deliver the “Proper Use” message
- Video presentations for General Pest Control
- Website updates
Best Management Practices for Reducing Exposure of Pollinators to Pesticides

- Always follow product label directions and label statements related to pollinator protection when making structural applications.
- When cleaning application equipment do not leave rinsate that can be used as drinking water by pollinators.
- For structural pest control products, avoid direct foliar application to plants in treatment area that are flowering.
- For lawn application of products with bee restrictions on label, remove or mow to reduce weed and clover flowers prior to application.
2014 – BASF Decided to Expand the Stewardship Program to Reach Applicators in Additional Ways (continued…)

- Pet stewardship

Protecting Pets

- 1. INSPECT
- 2. IDENTIFY
- 3. ASSESS
- 4. PREPARE
- 5. APPLY
- 6. EDUCATE & INFORM

Pets & BASF Product Stewardship
Proper Use Webpage is still active.

BASF continues monitoring the internet for discussions about misuse and responding to posts that are discussing misuse.

We continue monitoring the stewardship email box for questions from the general public and PCOs.

Each presentation done by BASF field technical staff has information about the proper use of products.

We provided EPA with information on internet monitoring and what was detected (i.e., types of misuse, number of incidents, etc.) along with the number of people we touch with the proper use message.
The one metric that we have used in the past is internet monitoring and number of incidents detected. We have seen a decrease in discussions and recommendations on internet regarding misuse.

Each time we find an incident, we provide a response which appears to have been effective in stopping discussions on misuse (But we do not extrapolate that to equate to a decrease in actual misuse).

The most common type of misuse is - Use of Termidor SC on dogs for tick control.
When BASF encounters someone discussing and/or recommending a use for Termidor which is not on the approved label. (e.g., indoor use, use on companion animals or livestock, turf application) we will post a response from BASF into blog, forum, etc.

We remind the person of the following:

- As the manufacturer of Termidor® products, we have committed to the EPA to carefully monitor, and instruct upon, the correct use of our products. As part of our commitment to EPA, we have monitored this site.
We are concerned over their recent discussion about the misuse of Termidor and remind them that:

- Non-labeled use of federally registered pesticides is a violation of federal and state law.

- Uses not included on the label have not been evaluated for human and environmental safety and can result in human and environmental hazard.

- Please carefully review the label to confirm the legal permitted uses of Termidor.

- We encourage them to share this information with others who may be discussing Termidor misuse and provide our contact information.
The logical next step is to expand stewardship activities to address the internet sales of Termidor to pest management professionals and homeowners.