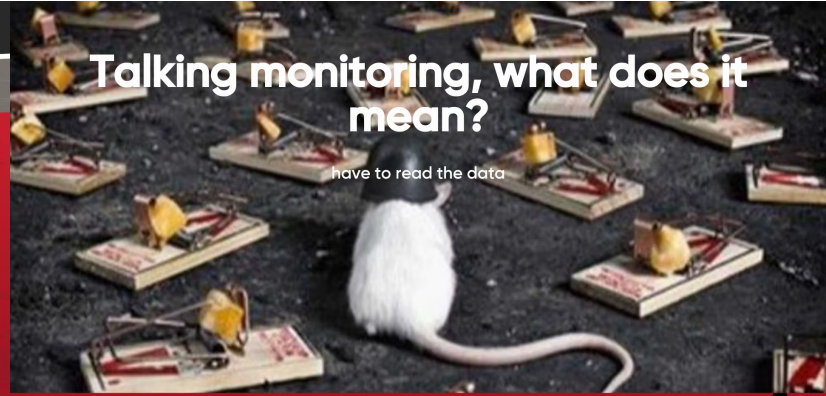




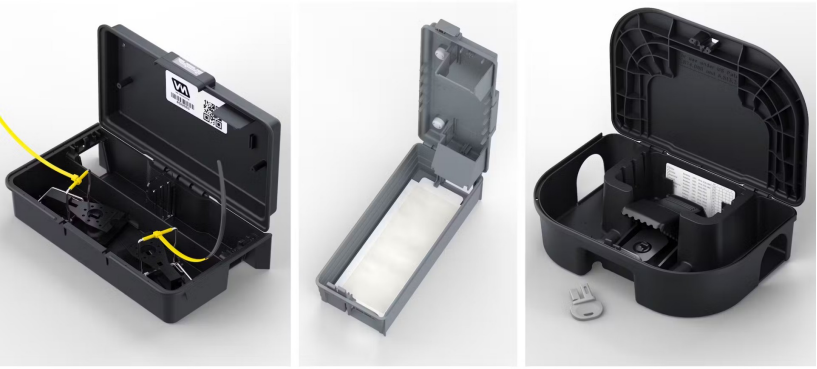
HOUSE MOUSE [EXPOSED]

Chelle Hartzler, BCE



Talking monitoring, what does it mean?

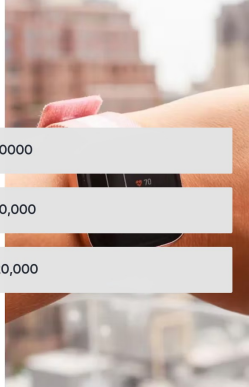
have to read the data



How many steps do you have?

26 responses

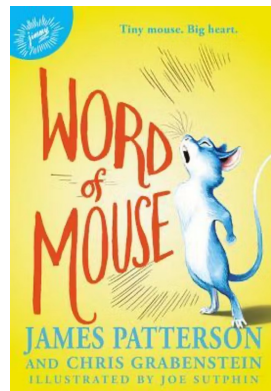
1336	10,000	10000
Check daily	8000	10,000
55	800000000	20,000



What does this tell you?

26 responses

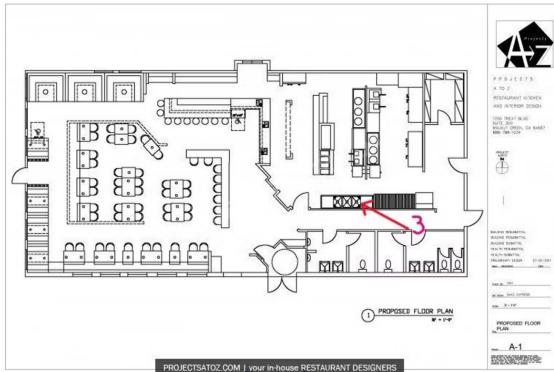
I'm active	Being	I'm fat
Im moving	It's lit	You are active
Active	You don't have to work out	Not moving enough



Have to "read" the story

- Is it average? high? low?
- Where is it?
- Is it increasing? decreasing?
- Directionality? Food preferences?
- Adults, juveniles?
- Thresholds?





Your turn - what does this tell you or what questions would you ask?
32 responses

Where

How?

Where is the nearest door?

Whats esps number

Did you close the entry point yet?

What age and sex

Where's the opening

Entry point wasn't found.

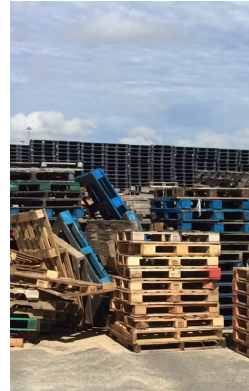
What bait

PROJECTSAT02.COM | your in-house RESTAURANT DESIGNERS

The MOST important part of monitoring?

Corrective actions

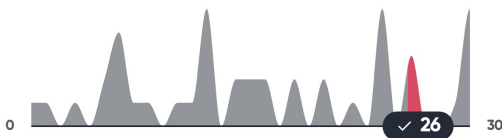
DO SOMETHING!



Do something!!! Inspect!

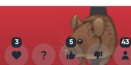
- Food (we know they have preferences)
- Cover (we know they are "safe" here)
- Entry points (we know how small of an opening)
- Extra stations/monitors

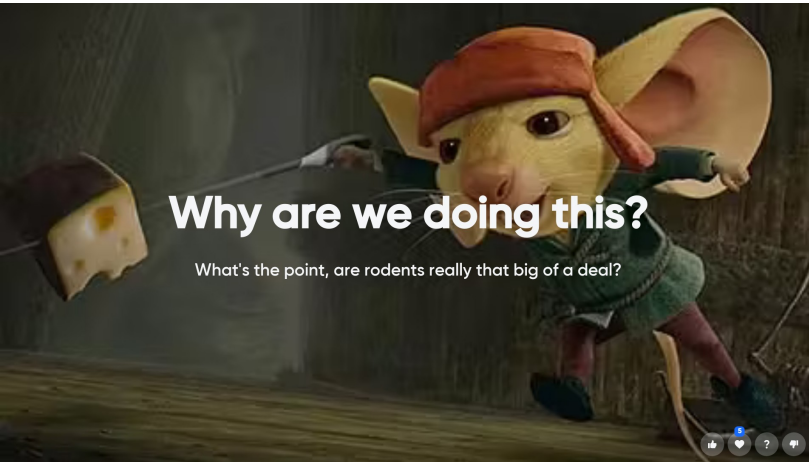
How long do we monitor for? How long CAN mice live?



Thresholds

- Zero is BS
- What's "tolerable"?
- What are the corrective actions?
- It's the customers job! (but your guidance)



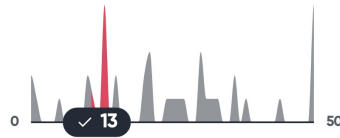


Why are we doing this?

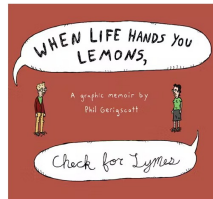
What's the point, are rodents really that big of a deal?



How many diseases are directly transmitted by rodents?

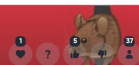


How many diseases are indirectly transmitted by rodents?



Along with diseases

- Food contamination
- Structural damage
- Fires



Food destruction

- The rice loss every year caused by rodents could feed about 200 million people (in Asia)
- If a mouse eats 0.1oz of food = 2.3lbs of food in a year!
- But how much extra do they contaminate?
- In the US, the economic cost was estimated at \$19 billion/year
- Mice drop between 18-38% of their food (waste)

Facing A Growing Rat Problem, A Neighborhood Sets Off The Cat Patrol

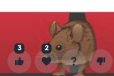
April 4, 2016 - 6:03 PM ET
 Heard on All Things Considered
 By David Schipper

The Cats Don't Just Kill

These aren't cuddly house cats. They stay outside. Thomas provides them with food, water in a heated dish and insulated shelters, while the cats patrol the backyards in her block.

What doesn't work

- Cats
- Ultrasonics
- Repellents
- Owls
- Essential oils
- Flashing lights



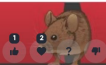
My station/trap keeps getting moved

MOVE IT
Find someplace better



"But Linda swears by these devices, she never gets mice", you might say. Well it's very possible Linda got very lucky. Pest control is messy and extremely variable, so save yourself the \$19.99 on Amazon and try some other old fashioned methods

- Are ultrasonic pest repellers effective? McGill University



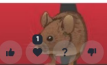
I've got mice but they aren't hitting the bait stations

- New foods are "scary"
- Are they close enough?
- Are they resistant?



I've got mice but they aren't hitting the traps

- Are they in the right place?
- Are there enough?
- Are they in a station?
- Are there rats? Other animals?



Sanitation is impossible

"But Chelle, they won't clean up!"





Exclusion is impossible

"But Chelle, they won't seal up!"

But it costs too much

Recall - \$34 million

NEWS >

Rat infestation at Family Dollar distribution center costs \$34M



NEWS >

FDA alerts the public to potentially contaminated products from Family Dollar stores in six states

Following a consumer complaint, the FDA began an investigation of the Family Dollar distribution facility in West Memphis, Arkansas, in January 2022. Family Dollar ceased distribution of products within days of the FDA inspection team's arrival on-site and the inspection concluded on Feb. 11. Conditions observed during the inspection included live rodents, dead rodents in various states of decay, rodent feces and urine, evidence of gnawing, nesting and rodent odors throughout the facility, dead birds and bird droppings, and products stored in conditions that did not protect against contamination. More than 1,100 dead rodents were recovered from the facility following a fumigation at the facility in January 2022. Additionally, a review of the company's internal records also indicated the collection of more than 2,300 rodents between Mar. 29 and Sep. 17, 2021, demonstrating a history of infestation.



Fines - \$150 thousand

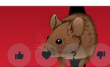
INVESTIGATIONS >

Family Dollar facility hit with \$150K in fines before closure

Lawsuits - at least \$100 thousand

MONEY WATCH >

Family Dollar sued by Arkansas over its rat-infested warehouse





Also

- Extra pest control (including fumigation)
- Closing stores
- Bad press
- Loss of consumer confidence
- Extra oversight?



Putting it all together

- It's all about the food
- Mice are cautious
- We have to get close to them
- We have to force them out
- Don't rely on rodenticides
- Contain the traps



Ask me anything

3 questions
5 upvotes

