

PRESS RELEASE ISSUED ON BEHALF OF THE CAMPAIGN FOR RESPONSIBLE RODENTICIDE USE (CRRU)

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CRRU initiative strengthened by new member Syngenta

The companies responsible for the Campaign for Responsible Rodenticide Use (CRRU) have been joined by Syngenta following unanimous approval of their application by the organisation's directors.

According to CRRU chairman Dr Alan Buckle, this will strengthen the campaign's outreach to the pest control profession, agriculture, game-keeping and countryside management. "To have seven of the major rodenticide manufacturers and distributors involved is evidence of the importance of responsible use and that the issue is genuinely being taken seriously by CRRU members."

On the CRRU management panel, Syngenta will be represented by Alexander Cornish, global technical manager for the company's Professional Pest Management business. "At Syngenta, environmental stewardship is a part of our culture," he says. "We see it as a key component of sustainable pest management in agriculture and public health, and believe that stewardship works best when developed and implemented by partnerships at the local level. Joining CRRU is a logical and practical example of this."

Other consortium members are Rentokil Initial, PelGar International, Novartis Animal Health, Killgerm Chemicals, Bell Laboratories, BASF Pest Control. CRRU is a non-profit organisation, established in 2005, with the purpose of promoting effective rural rodent control at the same time as protecting non-target wildlife. It has close links with organisations such as Natural England, the Health and Safety Executive, the Centre for Ecology and Hydrology, Huddersfield and Reading Universities, the Chemicals Regulation Directorate and the Pesticides Forum.

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CRRU website: www.thinkwildlife.org.uk.

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