

US ENVIRONMENTAL PROTECTION AGENCY
OFFICE OF PESTICIDES PROGRAMS
REGISTRATION DIVISION (75-767)
WASHINGTON, DC 20460

EPA REGISTRATION NO.

602-361

DATE OF ISSUANCE

JUL 14 1995

TERM OF ISSUANCE

NOTICE OF PESTICIDE: REGISTRATION
 REREГИSTRATION
(Under the Federal Insecticide, Fungicide,
and Rodenticide Act, as amended)

NAME OF PESTICIDE PRODUCT

Purina Assault Meal Rodenticide

NAME AND ADDRESS OF REGISTRANT (Include ZIP code)

Robert E. Broyles
Purina Mills, Inc.
P.O. Box 66812
St. Louis, MO 63166-6812

NOTE: Changes in labeling formula differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above U.S. EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby Registered/Reregistered under the Federal Insecticide, Fungicide, and Rodenticide Act.

A copy of the labeling accepted in connection with this Registration/Reregistration is returned herewith.

Registration is in no way to be construed as an indorsement or approval of this product by this Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is conditionally registered in accordance with the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) section 3(c)(7)(A) provided that you:

1. Submit/cite all data required for registration/reregistration of your product under FIFRA section 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for reregistration of your product under FIFRA section 4.
2. Provide an analytical method (Series 62-3 - Enforcement Analytical Method) for determining the percentage of Bromethalin in the product. Alternatively, a full reference for a published method or an MRID Number may be cited.
3. Make the labeling changes listed below before you release the product for shipment:
 - a. Revise the EPA Registration Number to read, "EPA Reg. No. 602-361."
 - b. The first part of the ingredient statement should be changed to read "Bromethalin: N-methyl-2,4,-dinitro...."
 - c. All of the percentages listed in the ingredient statement must be aligned according to decimal point.

ATTACHMENT IS APPLICABLE

SIGNATURE OF APPROVING OFFICIAL

RAP

LAST COPY AVAILABLE

DATE JUL 14 1995

d. The "DIRECTIONS FOR USE" section must be amended as follows:

At the end of the "USE RESTRICTIONS", add the sentence "Do not broadcast bait."

The second sentence of the first paragraph of "APPLICATION DIRECTIONS" should be changed to read: "The scoop holds 1/2 oz. of Assault Meal."

e. When you print labels, make sure that the headings "USE RESTRICTIONS", "SELECTION OF TREATMENT AREAS", AND "APPLICATION DIRECTIONS" are subordinate to "DIRECTIONS FOR USE." To do this, use a bolder and preferably larger type size for "DIRECTIONS FOR USE" than for the subordinate headings. The subordinate headings should be left-justified while "DIRECTIONS FOR USE" should be centered. An acceptable organization for the "DIRECTIONS FOR USE" is presented below.

"DIRECTIONS FOR USE

It is a violation.....labeling.

READ THIS LABEL: Read this....precautions.

IMPORTANT: Do not.....accidents:

- 1. Store product....pets.
- 2. Apply bait....vandalism.
- 3. Dispose of.....label.

USE RESTRICTIONS: For control....food. Do not broadcast bait.

SELECTION OF TREATMENT AREAS: Determine areas where....possible.

APPLICATION DIRECTIONS:

Use the measuring scoop....Meal.
 The active ingredient.....days.
Rats: Apply 2 to....feet.
Mice: Apply 1 to....feet.
Rats and Mice: Adjust the....bait.
 Collect and dispose.....needed."

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[Note that "Rats:", "Mice:", and "Rats and Mice:" have been made subordinant to "APPLICATION DIRECTIONS:" which, in turn, is subordinant to "DIRECTIONS FOR USE."]

- f. Delete the statement "CONTAINS BITREX" from your label. Since there is no reliable evidence that the presence of Bitrex in rat baits makes them less hazardous to very young children or all types of nontarget animals that may be adversely affected by rodenticide baits, no safety claims may be stated or implied regarding the presence of this ingredient in a bait. Relatively inconspicuous factual statements that the product contains Bitrex are acceptable, provided that such claims are not given emphasis equivalent to or greater than that given to required precautionary statements. The statement "CONTAINS BITREX" on the front panel of the proposed label inappropriately emphasizes this information.
- g. Delete the claim "For Indoor and Outdoor Rodent Control." This statement is misleading because only three of the many types of rodents that exist in the U.S. are claimed on your proposed label, and the outdoor uses which the label would permit are extremely limited.

4. The bait should be packaged within a container-fitting liner so that the bait does not contact the scoop until the product is ready to be used. The container-fitting liner should not be readily removable from the container, nor should the liner be labeled. The smallest unit package in which this product may be sold under the proposed label, as modified by the comments in this letter, would be six (6) ounces.

5. This product may only be sold as a "loose" meal bait formulation. The bait may not be offered as a pelleted formulation, nor may it be subpackaged in placepacks, bait trays, ready-to-use bait stations or other use-related way unless a separate registration is obtained for each variation.

6. Submit one copy of your final printed labeling before you release the product for shipment. Refer to the A-79 enclosure for a further description of final printed labeling.

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| CONCURRENCES | | | | | | | |
|--------------|--|--|--|--|--|--|--|
| SYMBOL | | | | | | | |
| SURNAME | | | | | | | |
| DATE | | | | | | | |

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If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6(e). Your release for shipment of the product constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records.

Sincerely yours,



Robert A. Forrest
Product Manager (14)
Insecticide-Rodenticide Branch
Registration Division (7505C)

- Enclosure:
- 1) Stamped label
 - 2) A-79 Enclosure

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Reason For Issue:
New Product

Date Issued: 9/19/94, (Green)
Prev. Date Issued: None
UPC Code: 01929801362

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FRONT PANEL

(9-Square Logo ®)

EPA Reg. No. 602-

**PURINA ®
BRAND**

(APPLICATION SCOOP
ENCLOSED)

ASSAULT™ MEAL

**CONTAINS
BITREX**

Mouse and Rat Poison
For Indoor and Outdoor
Rodent Control

ACCEPTED
with COMMENTS
in ERA Letter Dated
JUL 14 1995
Under the Federal Insecticide,
Fungicide, and Rodenticide Act
as amended, for the pesticide
registered under EPA Reg. No.
602-361

Kills House Mice, Norway Rats and Roof Rats

House Mice, Norway Rats and Roof Rats usually consume a lethal dose in a single day's feeding, but it may take two or more days from the time of bait consumption for these rodents to die. Rodents cease feeding after consuming a lethal dose. ASSAULT MEAL is effective against anticoagulant-resistant mice and rats.

ACTIVE INGREDIENT:

bromethalin: N methyl-2,4-dinitro-N-(2,4,6-tribromophenyl) -
6-(trifluoromethyl) benzenamine..... 0.01%

INERT INGREDIENTS..... 99.99%

TOTAL..... 100.00%

**KEEP OUT OF REACH OF CHILDREN
CAUTION
SEE OTHER CAUTIONS ON SIDE PANEL**

NET WT 5 LB (2.27 kg)

D-0205

Manufactured For
PURINA MILLS, INC.

P.O. Box 66812

St. Louis, Missouri 63166-6812 U.S.A.

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Side Panel

PRECAUTIONARY STATEMENTS
HAZARD TO HUMANS & DOMESTIC ANIMALS

CAUTION

Keep away from humans, domestic animals and pets. May be harmful or fatal if swallowed. Avoid contact with skin, eyes or clothing. In case of accidental contact, flush eyes or skin with water and wash contaminated clothing. Seek medical attention immediately if ingested or if breathing difficulty occurs or irritation persists. Wash hands thoroughly after handling Assault Meal.

NOTE TO PHYSICIAN:

Assault Meal is not an anticoagulant type of rodenticide. If ingested, limit absorption by either emesis or gastric lavage. Sublethal symptoms, if present, would be the result of cerebral edema and should be treated accordingly through administration of an osmotic diuretic and corticosteroid.

ENVIRONMENTAL HAZARDS

This product is toxic to fish, birds and other wildlife. Keep out of any body of water.

DIRECTIONS FOR USE

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling.

READ THIS LABEL: Read this entire label and follow all use directions and use precautions.

IMPORTANT: Do not expose children, pets, or other nontarget animals to rodenticides. To help to prevent accidents:

1. Store product not in use in a location out of reach of children and pets.
2. Apply bait in locations out of reach of children, pets, domestic animals and nontarget wildlife, or in tamper-resistant bait stations. These stations must be resistant to destruction by dogs and by children under six years of age, and must be used in a manner that prevents such children from reaching into bait compartments and obtaining bait. If bait can be shaken from stations when they are lifted, units must be secured or otherwise immobilized. Even stronger bait stations are needed in areas open to hooved livestock, raccoons, bears, or other potentially destructive animals, or in areas prone to vandalism.
3. Dispose of product container and unused, spoiled, and unconsumed bait as specified on this label.

USE RESTRICTIONS: For control of Norway rats and roof rats, and house mice, in and around homes, industrial and agricultural buildings, and similar man-made structures. This product may also be used in alleys located in urban areas, inside transport vehicles (ships, trains, aircraft), and in and around related port or terminal buildings. Do not use Assault Meal in sewers. Do not place bait in areas where there is a possibility of contaminating food or surfaces that come in direct contact with food.

DIRECTION OF TREATMENT AREAS: Determine areas where rodents will most likely find and consume the bait. Generally, these are along walls, by gnawed openings, in or beside burrows, in corners and concealed places, between floors and walls, or in locations where rodents or their signs have been seen. Protect bait from rain or snow. Remove as much alternative food as possible.

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APPLICATION DIRECTIONS

Use the measuring scoop enclosed for application of bait to active rodent feeding sites or tamper-resistant bait stations. Scoop holds 1/2 oz. of Assault Meal.

The active ingredient in Assault Meal is different from anticoagulant rodenticides. Generally, rodents cease feeding after consuming a lethal amount and die within a few days.

RATS: Apply 1 to 6 oz. per placement location. Space placements at intervals of 15 to 30 feet.

MICE: Apply 1/4 to 1/2 oz. (7 to 14 gm) of bait per placement. Space placements at intervals of 8 to 12 feet. Larger placements, up to 3 oz. may be needed at points of extremely high mouse activity.

RATS and MICE: Adjust the amount of bait applied to the level of feeding by target rodents expected at each placement location. Highest bait consumption is expected to occur during the first day or two after treatment. After several days, inspect bait placements and replenish bait at sites where there is heavy feeding or where there is continued evidence of rodent activity. Maintain bait for at least one week and continue baiting until all signs of rodent activity have ceased or it becomes clear that the remaining rodents are not attracted to the bait.

Collect and properly dispose of all dead animals and leftover bait. To discourage reinfestation, limit sources of rodent food, water, and harborage as much as possible. If reinfestation does occur, repeat treatment. Where a continuous source of infestation is present, establish permanent bait stations and replenish as needed.

STORAGE AND DISPOSAL

Do not contaminate water, food or feed by storage or disposal.

STORAGE: Store in a cool, dry place away from other chemicals. Keep containers closed.

PESTICIDE DISPOSAL: Wastes resulting from the use of this product may be disposed of on site or at an approved waste disposal facility.

CONTAINER DISPOSAL: Do not reuse empty containers. Dispose of container in a sanitary landfill or by incineration if allowed by state or local authorities. If burned, stay out of smoke.

EPA Est. No. 67517-MO-1

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Printed in U.S.A.

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