

DEC 18 1995

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

Dear Mr. Broyles:

Subject: Purina Assault Meal Rodenticide  
EPA Registration No. 602-361  
Revised labeling submitted October 3, 1995

The labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), as amended, is acceptable provided that you:

1. As indicated in your Registration Notice dated July 14, 1995, you must 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.

2. As indicated in your Registration Notice dated July 14, 1995, you must 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.

3. Submit one copy of your final printed labeling before you release the product for shipment.

-2-

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 bearing the amended labeling constitutes acceptance of these conditions.

A stamped copy of the labeling is enclosed for your records.

Sincerely yours,

*Bob Edwards*

*for*

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

		CONCURRENCES						
SYMBOL	Enclosure							
SURNAME								
DATE								

Reason For Issue:  
Submit 5 labels to EPA

Date Issued: 7/19/95 (Yellow)  
Prev. Date Issued: None  
UPC Code: 01929801362

345

FRONT PANEL

(9-Square Logo ®)

EPA Reg. No. 602-361

PURINA®  
BRAND

ACCEPTED  
with COMMENTS  
in EPA Letter Dated

(APPLICATION SCOOP  
ENCLOSED)

ASSAULT™ MEAL

DEC 18 1995

CONTAINS  
BITREX

Under the Federal Insecticide,  
Fungicide, and Rodenticide Act  
as amended, for the pesticide  
registered under EPA Reg. No.

602-361

Mouse and Rat Poison  
For Indoor and Outdoor  
Rodent Control

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.

**BEST COPY AVAILABLE**

Side Panel

4 of 5

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 hoofed 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. Do not broadcast bait.

**SELECTION 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.

E.Y.

### APPLICATION DIRECTIONS

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

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.

