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FOR IMMEDIATE RELEASE

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***Liphatech®'s Rozol® brand celebrates 50 year anniversary.***

Milwaukee, WI In 2021, the Rozol® brand is celebrating the 50 year anniversary of the EPA registration of Liphatech's first active ingredient chlorophacinone. Since 1971 farm communities have relied on Rozol to help manage field rodents. Today, Rozol is labeled for use on ground squirrels, black-tailed prairie dogs, pocket gophers, rats, mice and voles on farms and ranches in many states..

With over 50 years of combined hands-on knowledge and experience, the Liphatech Ag team is here to help you with your toughest rodent challenges. To celebrate 50 years of solving challenging rodent issues, Liphatech is offering growers, applicators and crop advisors the opportunity to share their Rozol success stories to receive a vintage T-shirt. For growers purchasing Rozol, Liphatech is offering an attractive on-line rebate that allows payback for nearly any combination of Rozol brands.

For more information visit [www.liphatech.com/Rozol50](http://www.liphatech.com/Rozol50)

**Rozol is a tool that landowners can use to help manage field rodent infestations to reduce damage to crops, rangeland and property. Why manage field rodents?**

Ground squirrels have caused in excess of \$40 million dollars in annual losses in grain and forage yields. Pocket gophers push 1-3 new mounds per day and can move over 2 tons of soil to the surface each year. In addition to direct crop loss and input costs, field rodent activity can damage: underground irrigation, drainage systems and wiring, and mounds can slow harvest and damage harvesting equipment. Ground squirrels and pocket gophers can decrease alfalfa yields by up to 46%. On rangeland, they can decrease available forage by up to 49%.

Black-tailed prairie dogs harbor fleas that carry the plague and practice grazing and grass clipping behavior putting them in direct competition with cattle for pasture. Pastures with 20% of area occupied by prairie dogs reduced the estimated value of livestock weight gain by \$14.95 per steer (from \$273.18 to \$258.23 per steer) and by \$.90 per acre. In pastures with 60% occupancy, reduced livestock weight gain lowered estimated value by \$37.91 per steer, \$2.26 per acre or about 14%. Voles reduce alfalfa stand life and stored hay quality. They also girdle fruit tree roots, reducing tree vigor and fruit yield. Rodent disease transmission in fresh vegetables can be reduced by a food safety program incorporating consistent rodent management.

If you have a tough rodent problem, you know Rozol can handle it! We are here to help!

**Stewardship & CEU:** Liphatech offers virtual integrated pest management trainings of various durations to fit your schedule. This customizable content is perfect for continuing education events for landowners, crop advisors and other ag-chem dealer personnel. To find out more, contact:

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### **About Liphatech**

Headquartered in Milwaukee, Wisconsin, Liphatech has a long history of advancing the science of rodent management through research and product innovation. Combining advanced technology with the highest level of customer service and technical support, Liphatech delivers solutions that allow growers, landowners and certified applicators to achieve the cost-effective management of rodent populations.

Liphatech specializes in servicing agricultural field and animal health markets, in addition to pest management professionals. Its agricultural product line also includes: FastDraw<sup>®</sup>, Revolver<sup>®</sup>, Hombre<sup>®</sup>, BootHill<sup>®</sup>, Cannon<sup>™</sup>, Rozol<sup>®</sup> and Renegade<sup>™</sup> rodenticides, as well as Aegis<sup>®</sup> tamper-resistant bait stations. Bait formulations include: soft bait, treated grains, manufactured mini-blocks, bulk pellets, and pellet-place-packs. For more information about Liphatech and its comprehensive line of products, call 888-331-7900 or visit [www.liphatech.com](http://www.liphatech.com).

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