



A24 NETWORK ON LAURENCE’S FARM

📍 Morrinsville, Waikato 📅 25th of September, 2015



Goodnature A24

Summary

Laurence Giles is a farmer operating north of the Waikato town of Morrinsville. His property sits in the hills west of the Hauraki Plains, backing onto bush.

This is rat country and Laurence had major issues with the invasive pests. “They were thick on the ground,” says Laurence. “You’d hear them outside the house and in the roof at night all the time. Down the cowshed you’d see them on the rafters and all around.”

Now Laurence doesn’t see any rats. This case study looks at how Laurence invested wisely to get success through Goodnature technology.

Laurence’s story

Like many farmers, Laurence used the usual methods of control. The usual methods delivered the usual result – inevitable re-invasion. “I used poison or whatever,” he recalls “I had limited success – put it that way.”

Laurence had had enough when, during the spring, rats destroyed the calfont he used to heat water for the powdered milk he was feeding his calves. It cost him \$1,000 to replace – the equivalent of buying 10 good young calves.

5-trap game changer

“Insanity: doing the same thing over and over again and expecting different results.” – Albert Einstein

To keep his sanity, Laurence knew he needed a new way and when he saw an ad for Goodnature’s self-resetting traps in a rural newspaper,

he made a decisive move to change the neverending story. He invested in not one Goodnature A24 multi-kill trap, but five of them and established a network.

Why have a network?

Who knows when or from where the rodent re-invasion will come? No one does. A Goodnature A24 network increases the probability of a pest encountering a trap. This means one less rodent breeding within your network’s reach; the re-invasion is managed.

One well-situated trap will work fine, but a network provides greater protection for your assets (as Laurence found).

“I was a skeptic to begin with”

Not that Laurence was an immediate convert. Like anyone who’s using new technology, it takes a little bit of getting used to. For instance, the great virtue of Goodnature’s traps is that they automatically clear themselves to kill again, but this also means that the dead animal is free to be scavenged away - often before you’ve had a chance to see it. Furthermore, success is greatly determined by finding the best place to put the trap. Laurence explains “I was a bit of a skeptic to begin with because I don’t think I had my first trap in the right place. So I shifted it to the outside wall of the house and then I could hear it at night – bang! So, living in earshot helped me realise what was going on.”

Since Laurence invested in his five traps, Goodnature has introduced Rodent Detector Kits so you can assess and not guess the best place to put your traps. The detector cards show you places where the rats feel safe to eat and therefore a place where they will stop to investigate a trap.



Laurence and one of his Goodnature A24s.



Refreshing the lure for one of his Goodnature A24s.



What does success look like for Laurence?

Success is seeing no rats and no rat damage. "You go down the cowshed now and you don't see any rats at night time," says Laurence. He believes that you don't need to see dead rats beneath the trap, as it's what you're not seeing that's more important. **"Better to have too many traps than not enough"**.

With steady maintenance of the lure and gas, Laurence recommends Goodnature technology. "I've had success with them. I've been able to rid those two sheds and the house of rats without using poison," he says. "But you've gotta have sufficient traps, I believe."

CONSTANT CONTROL WITH A GOODNATURE A24



LOCATE

Find the best trapping site

Use Goodnature Rodent Detectors to locate a trapping site.



ATTRACT

Refreshed once a month

Squeeze through Goodnature Long-Life Lure monthly.



MONITOR

Know your kill count

Goodnature Digital Strike Counters provide you a kill count.



POWER

Every six months

Goodnature CO₂ Canisters replaced at least every 6 months to be assured the trap is live.

Robbie's thoughts

"Laurence thought about his problem and reasoned a network will protect more of his assets. Although scavenging was occurring, he didn't rely on a body count as his measure of success, because he paid more attention to the absence of rat damage (due to the impact of the Goodnature network). And what's more, he refreshed the lure regularly to make sure his traps were attractive to the rats, while maintaining a programme for replacing the gas when required. All of these things bring you success."

Not sure you're doing it right?

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