27 January 2017

Goodnature Factsheet

Summary

- Goodnature is a New Zealand conservation company which creates the world's most advanced trapping technology for eradicating pests - stoats, rats, mice, possums – which eat our endangered native bird species.
- Their A24 self-resetting rat and stoat traps are the world's only predator traps which self-reset up to 24 times before they need to be reloaded by a human.
- Goodnature's traps were developed in partnership with the Department of Conservation who provided seed funding to develop the technology. Goodnature's traps are the Department's gold-standard trap of choice.
- The Department of Conservation has used A24 traps to remove entire rat populations in many critical eco-systems, including, Native Island off the Fiordland coast and a 600 hectare sanctuary at Harts Hill, Fiordland National Park.
- This summer 1250 Goodnature A24 stoat traps will be laid out in the Haast Tokoeka Sanctuary as part of DOC's Battle for our Birds campaign in a bid to save one of our rarest birds - Haast Tokoeka kiwi - from extinction.
- A research project undertaken by Bay of Plenty Polytechnic found Goodnature's self-resetting rat traps to be twenty times more effective than traditional single-action traps.
- Goodnature traps are designed to reduce labour in checking trap networks and have resulted in a reduction of labour costs by up to 90 percent on some conservation projects.
- Goodnature is 100 percent Kiwi-owned and they reinvests 25 percent of their revenue into researching and developing new, advanced trapping technology.
- Traps designed for the New Zealand environment have been adopted to target mink in Europe, mongoose in the Pacific, Grey Squirrels in the UK.

About Goodnature

Goodnature is a Wellington-based conservation company which creates the world's most advanced trapping technology for eradicating pests - stoats, rats, mice, possums – that kill our native species, thereby halting biodiversity decline and allowing endangered populations to recover.

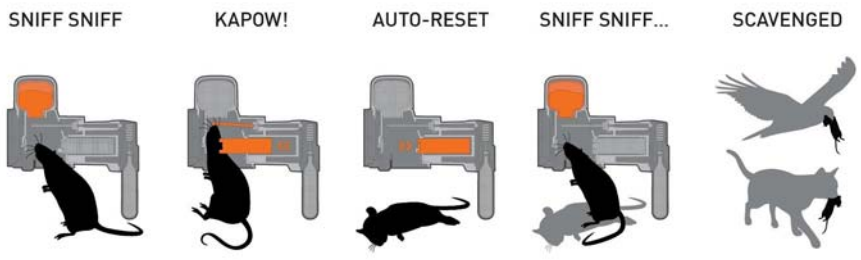
Our vision is a natural environment in which native species survive, thrive and flourish, free from the threat and destruction of introduced pests. We firmly believe that New Zealand will one day be pest-free and we are committed to helping achieve this.

We use design-led thinking to create technology which is more effective and efficient at eradicating and maintaining low populations of pest species. Our A24 self-resetting rat and stoat traps are the world's only predator traps which self-reset up to 24 times before they need to be reloaded by a human. Its design is unique globally and it was recently awarded top prize at the Best Design Awards. Our traps are humane and toxin free.

Through constant pest control using our traps, anyone can create a sanctuary in their backyard, however big, where our native species can thrive. Our traps are found anywhere from suburban gardens to large-scale conservation programmes spanning thousands of hectares in our national parks.

How our traps work

1. The pest is attracted into the self-resetting trap by a potent long-life lure.
2. As the pest brushes past the very sensitive leaf-trigger, the trap is set into action.
3. Pressurised CO_2 drives a piston which strikes the pests' head killing it instantly and then retracts on a light spring.
4. The dead pest falls to the ground and the trap automatically resets itself ready for the next pest to arrive.
5. The A24 self-resetting traps can kill up to 24 rats, mice and stoats per compressed CO_2 canister. The A12 self-resetting traps kill 12 possums per compressed CO_2 canister.
6. We have developed an auto lure pump system (ALP) for our rat traps which is the first technology in the world that allows lures to be kept fresh and enticing for six months. It means our rat traps only need to be checked every six months. Currently our stoat lure is enticing for one month and we are currently working on an ALP system for stoats.



Where our traps used

- The Department of Conservation has used our A24 traps to remove entire rat populations in many critical eco-systems, including, Native Island off the Fiordland coast and a 600 hectare sanctuary at Harts Hill, Fiordland National Park.

- The A24 self-resetting trap was developed in partnership with the Department of Conservation and is their best-practice trap for rats.

- In the most significant trap upgrade of its kind, 1250 Goodnature A24 stoat traps will be laid out in the Haast Tokoeka Sanctuary as part of this year's DOC Battle for our Birds campaign in a bid to save one of our rarest birds - Haast Tokoeka kiwi - from extinction.

- Forest & Bird's Places for Penguins project uses Goodnature traps to control pests around Wellington's Miramar Peninsula to give little penguins a fighting chance of survival.

- Wellington City Council are working with Goodnature, Greater Wellington Regional Council and private land owners to extend the predator protection around Zealandia in 63 hectares of rural land.

- Polhill Protectors, a community initiative to bring back tieke, hihi, kaka, tui, kakariki (parakeet), toutouwai (North Island robin) and pōpokotea (whitehead) to Polhill Reserve, minutes' walk from downtown Wellington, uses Goodnature traps.

- Thousands of our traps are being used around the country by councils, community groups and individuals.

Examples of success

- September 2016: A research project undertaken by Bay of Plenty Polytechnic found Goodnature's self-resetting rat traps to be twenty times more effective than traditional single-action traps. Over a 10 day period in Taneatua Forest, Bay of Plenty, 25 A24 traps registered an impressive 120 rat kills, compared with only six rat kills for 25 single action Victor Professional Snap Traps.

- November 2016: DOC completed the largest-ever monitoring programme of kiwi chicks in Northland's Trounson Kauri Park to measure the effectiveness of A24 stoat traps in increasing survival rates of kiwi. The study shows that kiwi chick survivorship is higher using A24s than the historical average using other control methods and at this level kiwi numbers will increase and recover. Furthermore, this result was achieved with half the labour previously needed for checking the traps.

  A total of 37 kiwi chicks were included in the study and of these 32 percent survived and achieved the weight of one kilogram at which point they are large enough to withstand predation by stoats. While this appears to be a low survival rate, it is above the average of 29 percent survivorship previously achieved using traditional traps and poisons at Trounson Kauri Park. With the number of kiwi chicks surviving in this study, a population has the ability to increase and recover.

About Goodnature traps

Effective: Goodnature traps are the most effective trapping technology in operations for killing pests. They have been tested to and passed DOC's gold standard for pest trapping.

Value for money: Goodnature traps are designed to reduce labour in checking trap networks and have resulted in a reduction of labour costs by up to 90 percent on some conservation projects.

In an example project, where previously it cost $353 per hectare to lay traditional rat traps, with the A24s this was reduced to $130, a saving of over 50 percent in establishment costs. Furthermore, checking and maintenance costs using the A24 dropped to $38 per trap a year, as compared with $106 using traditional traps.

Constant control: Is the process through which Goodnature traps are laid out in order to first eradicate a pest population to create a pest-free sanctuary which is then maintained pest free through the constant availability of active traps.

The Goodnature Team and Business

- The company was started in 2005 and is 100 percent Kiwi-owned. All traps are assembled and distributed from Goodnature's office in Newtown, Wellington.
- Goodnature is committed to continuing to lead the way in advanced conservation and trapping technology and reinvests 25 percent of its revenue into research and development.
- Goodnature have made more traps in the last six months than the whole of the previous year: 700 traps per week compared to 250 a year ago.
- Goodnature started exporting three years ago but demand has taken off over the last year. We currently export to 25 countries with growth coming from the UK, Europe and Scandinavia. US distribution starts from November 2016.
- The company has seen significant uptake of sales of traps overseas in the last year. Overseas sales now make up 40 percent of total sales whereas a year ago they were 13 percent of total sales.
- Europeans in particular don't like using poison as a pest control method, with many toxins banned. Goodnature traps have passed the humane standard testing and given the labour efficiencies Goodnature traps provide, demand is rapidly increasing.
- Traps designed for the New Zealand environment have been adopted to target introduced pests including mink in Europe, mongoose in the Pacific, Grey Squirrels in the UK and feral cats in Hawaii.

Our history

Goodnature was founded by three friends who had met studying industrial design at Victoria University – Robbie van Dam, Craig Bond and Stu Barr.

Robbie had a part-time student job working with the Biodiversity Unit at the Department of Conservation (DOC) and noticed the methods for killing pest species such as rats, stoats and possums were either inefficient (single action traps) or inhumane (poison).

Enlisting Craig and Stu they set out to come up with “100 ways to kill a rat” using design-led thinking. After a proof of concept DOC funded the development of some of these early concepts into the traps manufactured by Goodnature today.

Quotes approved for use

Stu Barr, Founder and Director, Goodnature:

“We firmly believe that New Zealand will one day be pest-free and our native species will again flourish. That was our dream and motivation for establishing Goodnature back in 2005. We are conservationists who are also designers and our mission has always been to use our skills to create pragmatic solutions for halting and reversing biodiversity decline.”

Robbie van Dam, Founder and Director, Goodnature:

“When we set up shop, we wrote business plans for the next one, five, 50 and 200 years. We knew this might not be achievable in our lifetime, but we had to get started. This is a challenge that is bigger than us, it’s bigger than any individual.

“Conservation is a global issue. We live in New Zealand and are hugely passionate about halting biodiversity decline here but every country suffers from biodiversity loss and our traps can make a difference.”