

# From Poison to Prevention: How Rodent Birth Control is Redefining Pest Control

With Evidence from Olsen's Grain and Feed



## The Problem

Rodents consume and spoil roughly 20% of the world's food supply each year, threatening food security and farmers' livelihoods. To protect crops, many farms rely on anticoagulant rodenticides (ARs). These poisons can have unintended consequences, disrupting ecosystems and spreading toxins to non-target species.

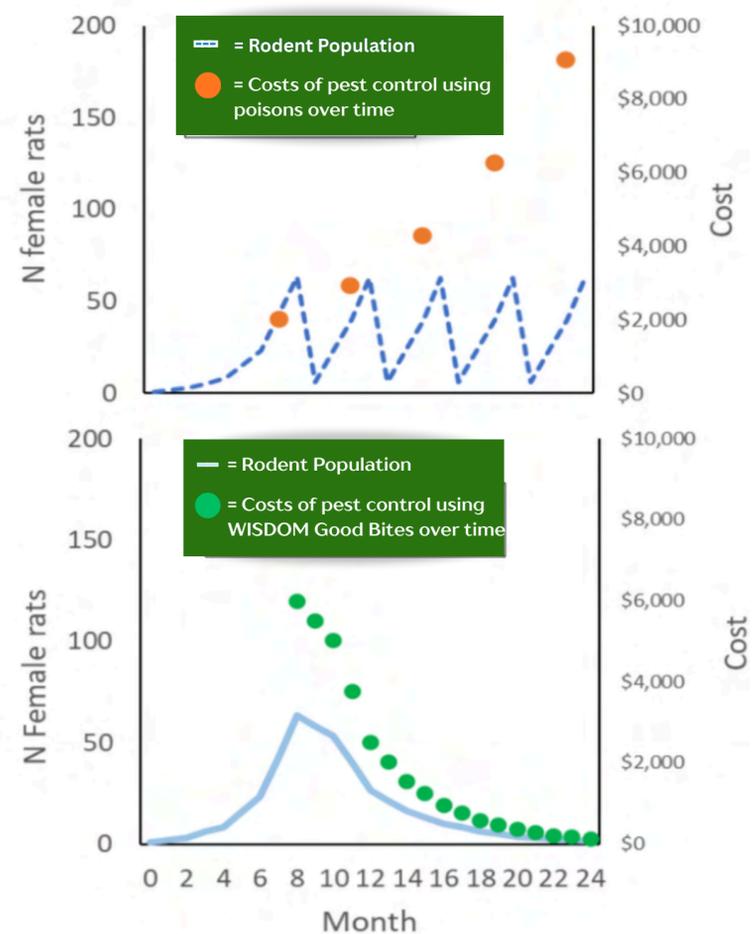
Rodents are also vectors for disease, and the use of ARs can blunt their immune systems, increasing the prevalence of pathogens they carry and amplifying the risk to humans, pets, and wildlife. Once a rodenticide is used, its effects reach far beyond rats, mice, or other pests. The poison becomes an artificial, often lethal part of the food chain and can irreversibly harm delicate ecosystems as well as domestic animals and even children. Whether it is an owl bringing a poisoned rat home to its nest, a fox swallowing a newly captured squirrel that has fed on ARs, or a neighborhood cat devouring the mouse it discovered in the basement, the use of poison simply doesn't make sense. Not for wildlife and not for us.

To learn more about the ecological role that raptors play in the food web, visit [RaptorsAreTheSolution.org](http://RaptorsAreTheSolution.org).

## The Solution: Rodent Birth Control

WISDOM Good Bites were developed as a safe and effective alternative to traditional rodenticides. The innovative, affordable pellet-form product directly targets rodents' reproductive organs to prevent reproduction without harming other species that consume the bites. Rodents love the taste, making it an easy, new, and humane form of rodent birth control that is also cost-effective.

The plant-based active ingredient travels through the bloodstream and safely blocks reproduction. Over time, fewer rodents are born, and rodent populations decline naturally. It is species-specific, works for rodents and has no effect on wild predators, companion animals or humans.



## Affordable

In a Farm & Feed Field Study

WISDOM Good Bites  
25 pounds = \$45  
PER MONTH

Traditional Rodent Poison  
\$250  
PER MONTH

## Manageable

WISDOM Good Bites works continuously after deployment, requiring only a quick refresh once every six weeks. Staff and pest control companies can manage it easily, reducing the need for constant monitoring or replacement.

## User Friendly

A smartphone application lets you track feed stations, monitor rodent activity, and manage the program effortlessly.

The digital tool makes implementation simple for farmers, property managers, and communities.

# Testing Rodent Birth Control at Olsen's Grain Mills & Retail Stores



Family-owned Olsen's Grain Mills & Retail Stores faced persistent rodent problems that threatened their warehoused feed, grain, and milling equipment, while driving up pest management and personnel costs. To protect their crops and reduce losses, the farm deployed WISDOM Good Bites, a safe, low-maintenance, and cost-effective solution. By combining strategic feed placement, mill exclusion, and monitoring with a smartphone app, Olsen's Grain Mills & Retail Stores successfully reduced rodent populations and protected their retail products, companion animals and local wildlife.

## Key Steps

1. The team identified rodent infestation areas.
2. WISDOM Good Bites were deployed in feed stations to redirect rodent activity away from critical areas like warehouse drains, dog food and bird seed pallets, and livestock feed.
3. The exclusion strategy used field cameras to track the rodents' Good Bites consumption and movements, ensuring effective placement, minimal waste and sealed entryways.
4. Developed a system to monitor and measure feed and grain losses.
5. Trained staff for easy deployment and maintenance of the WISDOM Good Bites pellets .



“What’s nice is that it [WISDOM Good Bites] doesn’t affect the food chain, and we’re seeing the benefit.”

–David O’Brien  
Buyer and Warehouse Specialist  
at Olsen’s Grain and Mill

Olsen’s Grain  
Mills & saw a  
**95%**  
reduction in  
finished product  
losses

The rodent  
population was  
reduced by 69% in  
the first 90 days  
and maintained at  
83% thereafter.

“We knew that poisons didn’t always work but we never had an alternative until we heard about WISDOM Good Bites. Once we started the birth control, that population [of rodents] dropped considerably...we were not losing product any longer in our warehouse from the mice.”

–Amanda Ward  
Inventory Specialist  
at Olsen’s Grain and Mill

To learn more about how rodent birth control can help decrease product losses and staffing costs on your farm email [lmayer@wisdomgoodworks.org](mailto:lmayer@wisdomgoodworks.org).