

# Pest Management in the Retail Environment

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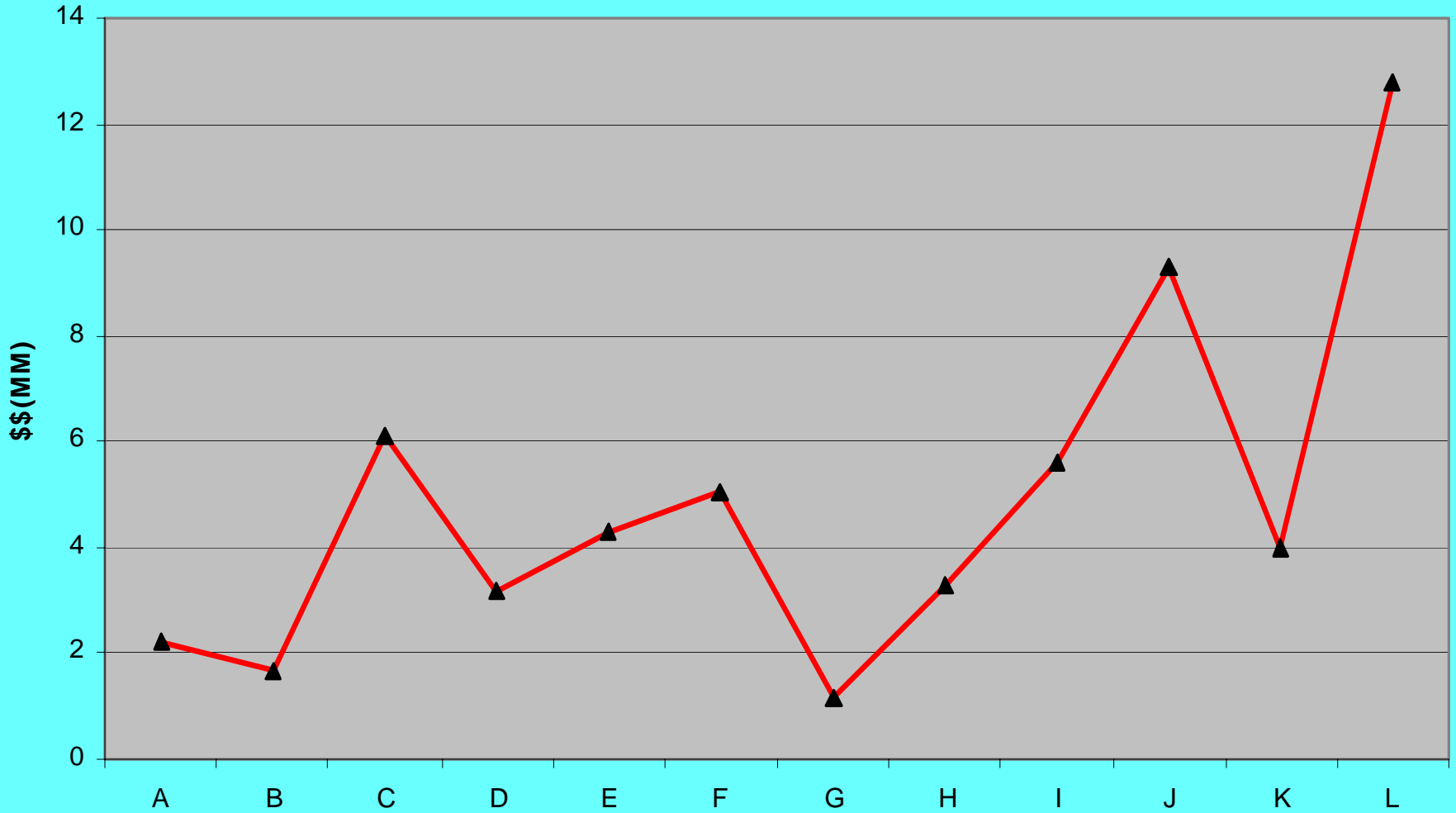
Ralston Purina

St. Louis, MO 63164

**CONFIDENTIAL**

**Infestation Complaints Per MM Purchased**

**DATA SOURCE: 12/97-12/98**

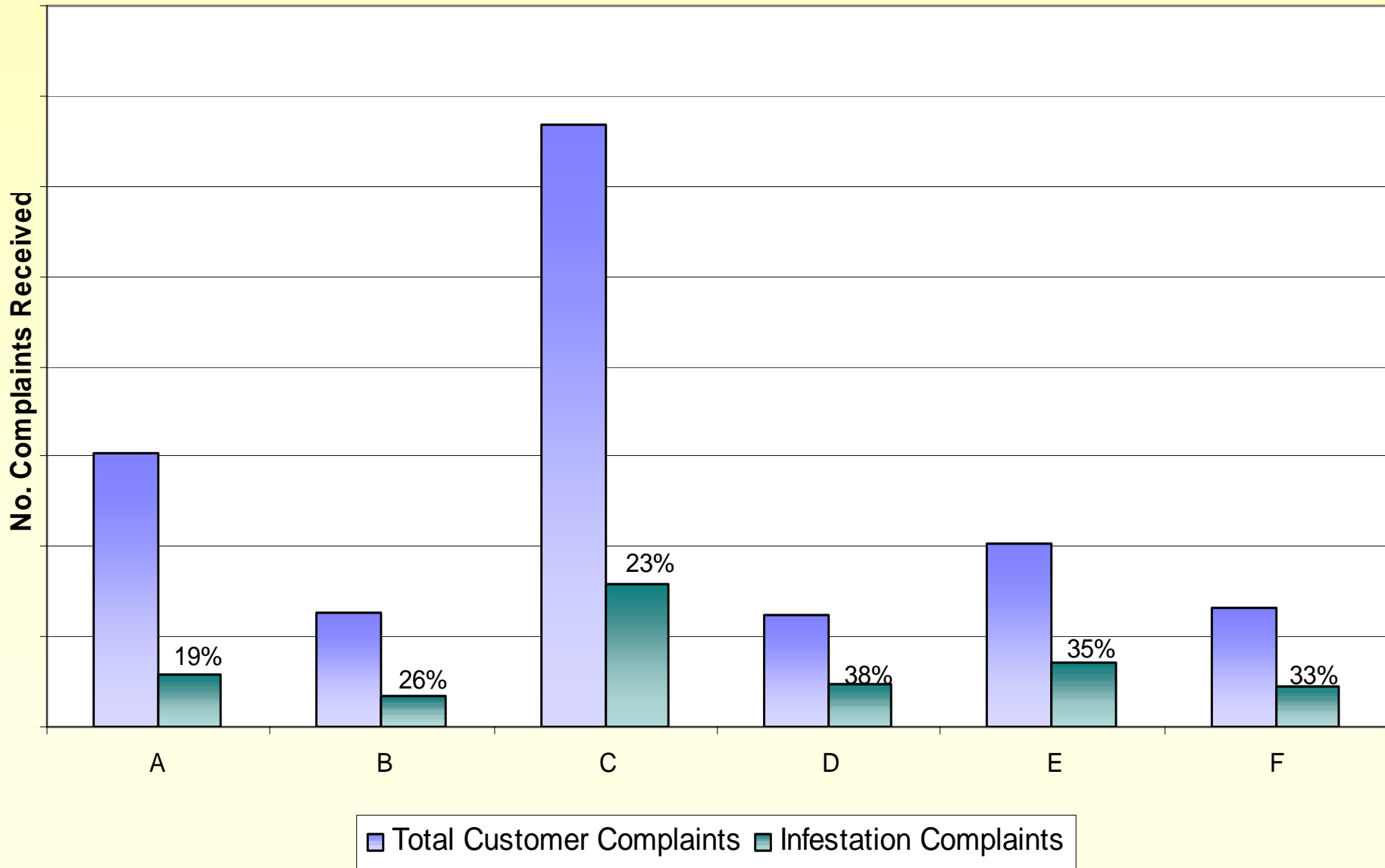


▲ — Complaints per MM Sales

**For every customer that  
complains, 26 remain silent**

# Total Customer Complaints Vs. Infestation

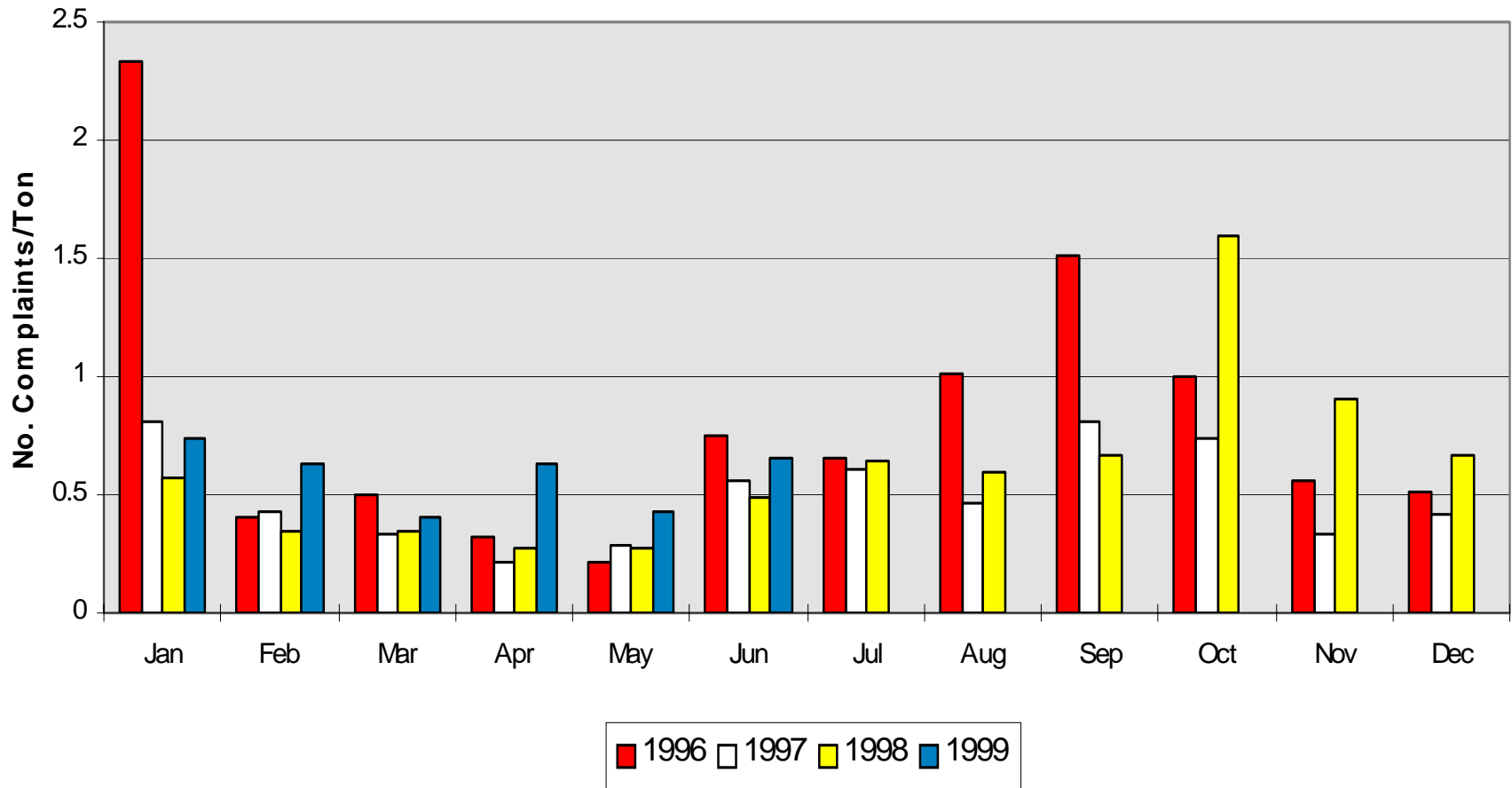
Data Source: Jan 99 thru Dec 99



**It costs five times more to  
win a new customer than to  
retain one**

# INDIVIDUAL CUSTOMER TRACKING

## Monthly Food Safety Summary

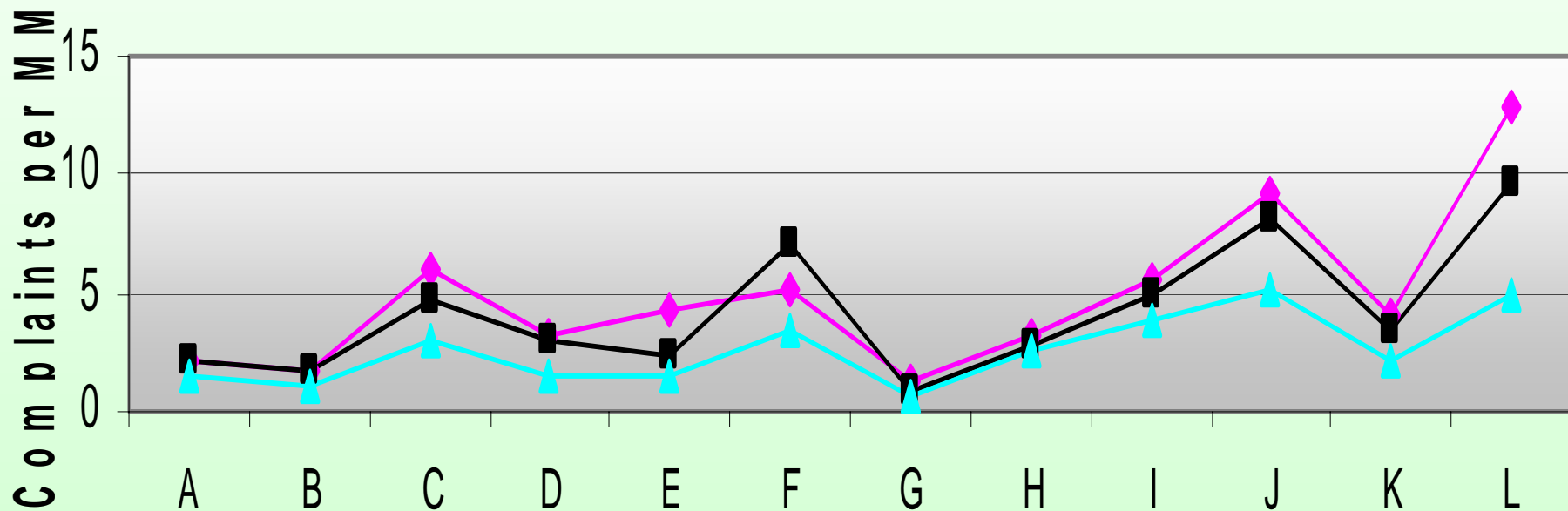


**Word-of-mouth advertising equals  
10-20 percent of total revenue**

**Satisfied customers tell an average of five people about their experience; dissatisfied customers tell 10 or more**



## Infestation Complaints per MM Purchased Three Year Comparison - 1998, 1999, 2000



- ◆ Complaints per MM Sales (1998)
- Complaints per MM Sales (1999)
- ▲ Complaints per MM Sales (2000)

**PURINA**

REDEFINING THE POSSIBLE™

## RETAIL STORED PRODUCT PEST POCKET GUIDE

### PEST IDENTIFICATION



Indian Meal  
MOTH

Saw-Toothed  
GRAIN BEETLE

RODENTS ON  
EVIDENCE



RED/CONFUSED  
FLOUR BEETLE

DERMESTID  
BEETLE

ANT

### DEFINITIONS

**Products Susceptible to Infestation:** Any grain based food/pet food packaged in a bag, box, or bulk.

**Critical Control Areas:** All pegboard, tracks & crevices, shelf tag strips, underneath bottom shelf or gondola, underside of all shelving, gondola caps and store displays.


**Other Pests:** Ants, roaches, flies, crickets.




# Pest Identification

A close-up photograph of an Indian meal moth (Plodia interpunctella) resting on a textured, brownish surface. The moth's wings are a mix of dark brown and light tan with a mottled pattern. Its long, thin antennae are extended forward. The background is dark and out of focus.


Indian meal moth

A close-up photograph of a red flour beetle, showing its reddish-brown body and segmented structure. The beetle is positioned diagonally across the frame, with its head towards the upper left and its abdomen towards the lower right. The background is a soft, out-of-focus yellowish-brown. The text "Red/Confused flour beetle" is overlaid in white, bold, sans-serif font at the bottom center of the image.

**Red/Confused  
flour beetle**

A close-up photograph of two saw-toothed grain beetles (Oryzaephilus surinamensis) viewed through a circular field of view, likely a microscope. The beetles are dark brown and elongated. One beetle is positioned in the upper left, and another is in the lower right. The background is a blurred, light-colored surface.

**Saw - toothed  
grain beetle**



**Dermestid beetle**







Rodents or evidence





# Definitions



Critical control areas

TRIM  
ight Management

With Lamb &

A close-up photograph of a person's hands using a red flashlight to inspect a metal pegboard shelf. The flashlight is held in the right hand, and the left hand is positioned near the bottom edge of the shelf. The shelf is made of perforated metal and is mostly empty. In the background, a white label with the number '4012' is visible. At the bottom of the frame, there are some colorful items, including a green and blue bag with the word 'TRIM' and 'Light Management' visible.

Pegboard  
cracks/crevices



Shelf tag strips





Underneath shelf  
and gondola



















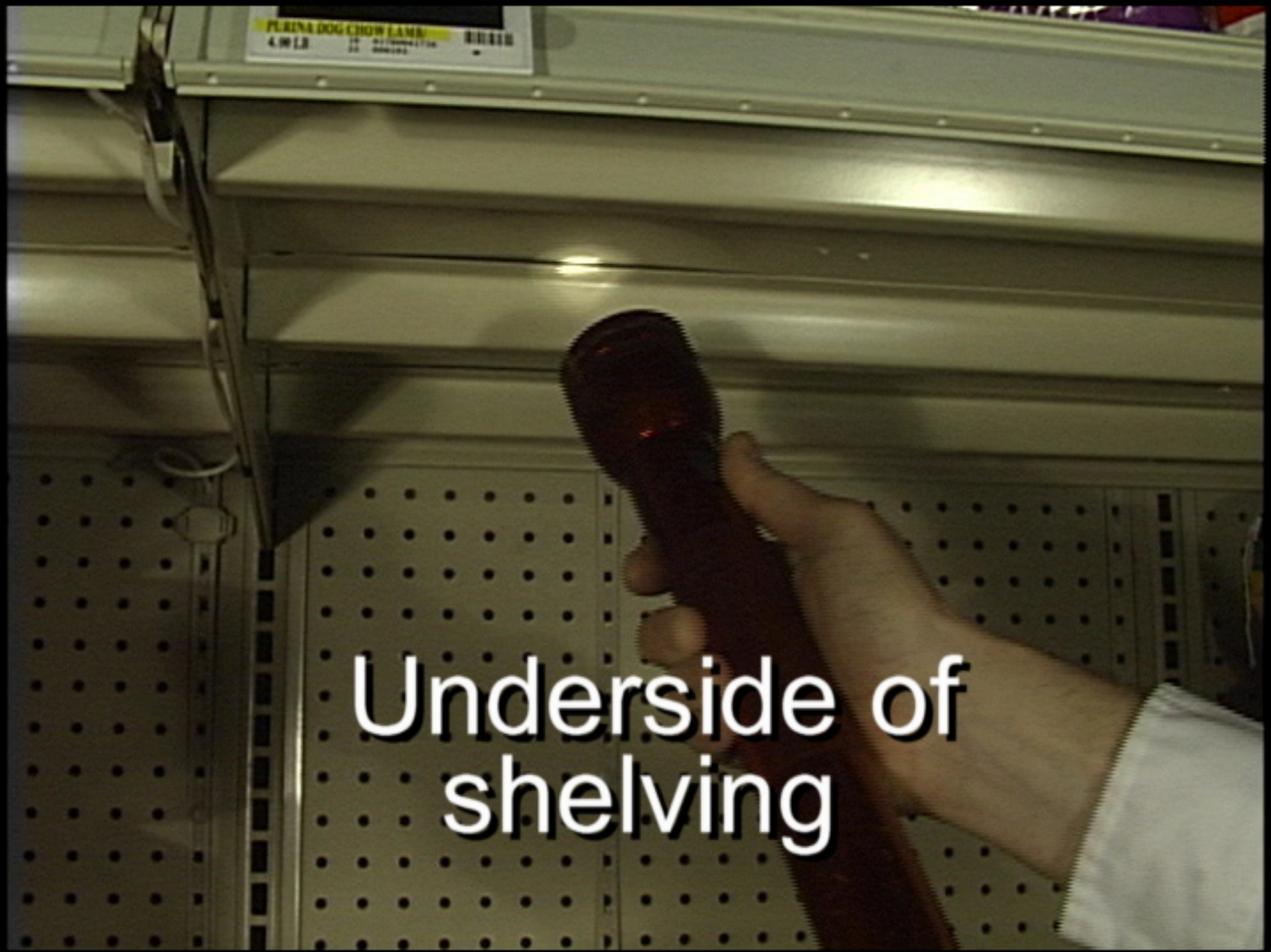






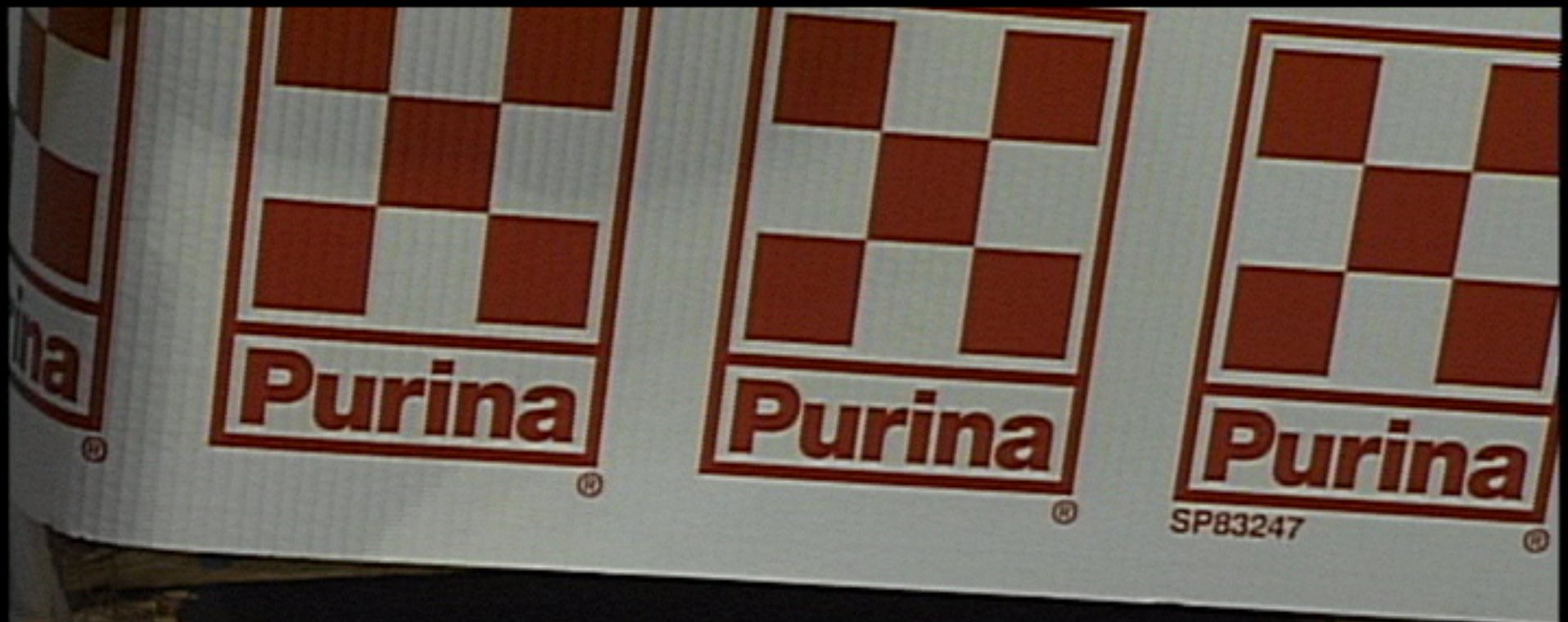
PURINA DOG CHOW LAMB  
4.99 LB  
22  
00000

Underside of shelving





Gondola caps  
store displays



SP83247

Gondola caps  
store displays



GOLD  
ARTIEL  
GOLD

Small white label on the floor with illegible text.



# Inspection/Monitoring



Rotate stock



Excellent  
Taste &  
Nutrition

BEST IF USED BY

FEB 15 01 D 0300 L5

High Quality Ingredients. H

Excellent

Dog

Beef  
Flavor

Highly Digestible Nutrition

Beef  
Flavor

BEST IF USED BY

MAR 11 01 0 0642 L1

PUR

PUPPY

PUR

PUPPY

Beef  
Flavor

HEALTHY IMMUNE SYSTEM

OW

HEALTHY IMMUNE SYSTEM

OW

A hand is shown inspecting a damaged bag of Purina Pur Chow pet food. The bag is white with yellow and blue accents and features a picture of a dog. The bag is torn and crumpled. In the background, there are other bags of Purina Pur Chow, some with the text 'PURINA PUR CHOW' and 'WITH LAMB & RICE' visible. The scene is set in a store aisle with a dark perforated metal wall and a white shelf above. A price tag is visible on the shelf, showing '355'.

Check for  
damaged product

Check for spillage



Retail price Unit price per 100  
4.19  
PURA DUTCHER BRAND 24.4





# Store Infestation Action Plan



Notify management



Expand your  
inspection





Remove and seal  
infested product





Vacuum clean  
thoroughly





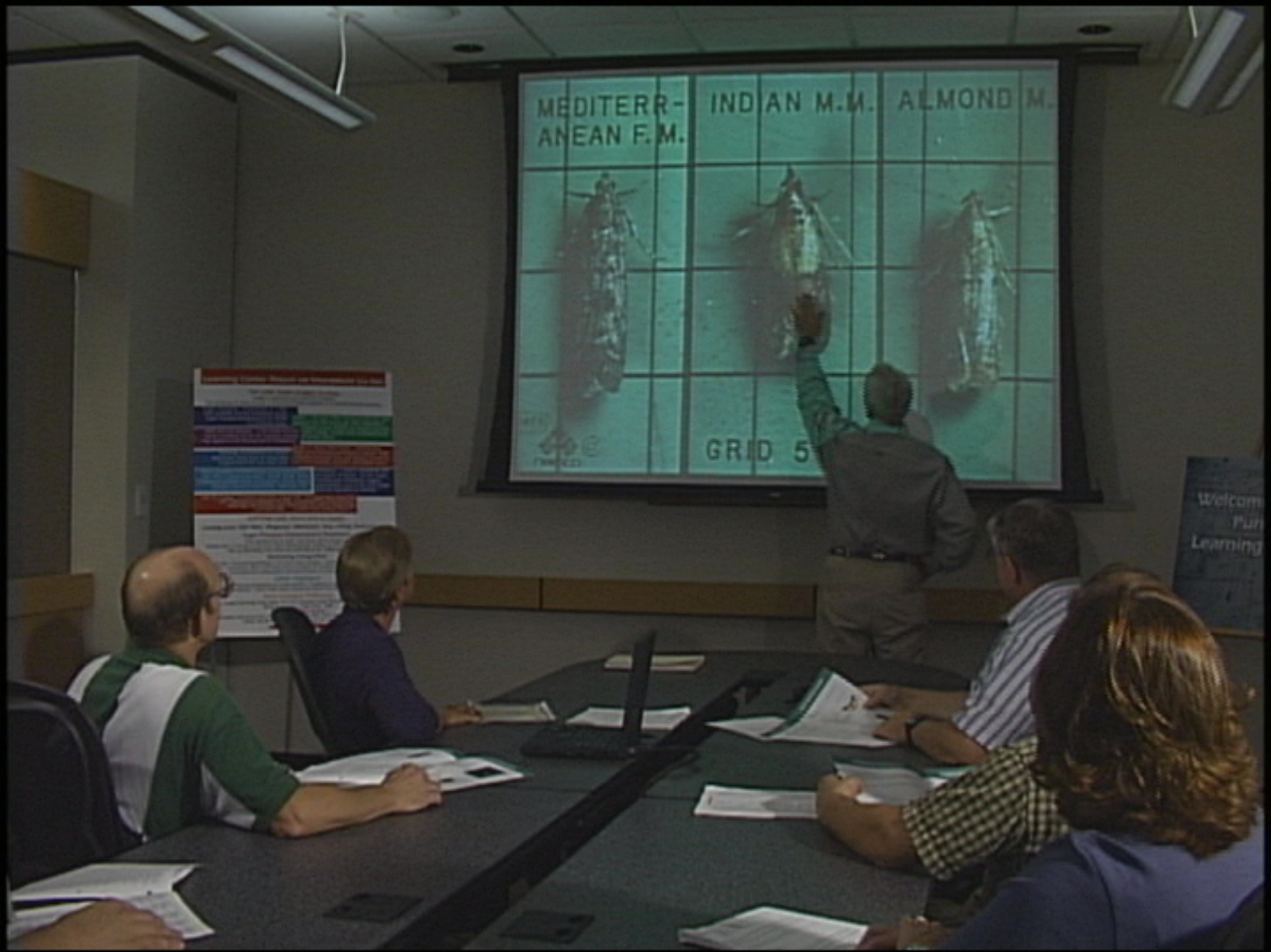
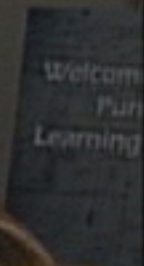
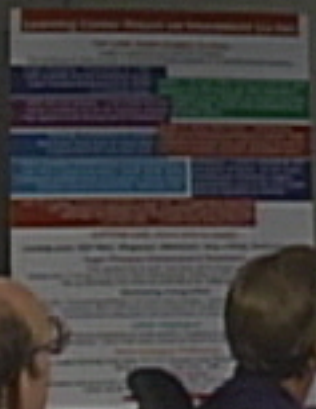
MEDITERR-  
ANEAN F.M.

INDIAN M.M.

ALMOND M.



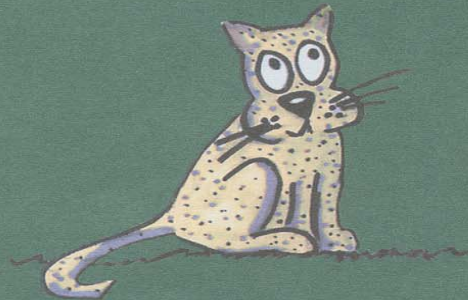
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# MAINTAINING THE INTEGRITY OF PET FOODS



*Put Us To Good Use.*





**WHAT YOU SHOULD  
EXPECT FROM YOUR PEST  
CONTROL COMPANY**



<u>Sampling Number</u>	I	II	III	IV
Trapping Period	<u>1 week</u>	<u>1 week</u>	<u>1 week</u>	<u>2 weeks</u>
Weevils	404	361	510	929
Merchant Grain Beetle	59	57	71	110
Sawtooth Grain Beetle	27	6	16	20
Red Flour Beetle	91	94	161	685
Drug Store Beetle	3	4	2	8
Flat/Rusty Grain Beetle	37	12	34	60
Red-legged Ham Beetle	94	97	83	83
Indian Meal Moth	92	50	42	140
Other Species	8	5	14	29
<b>Total</b>	<b>723</b>	<b>636</b>	<b>891</b>	<b>1924</b>



**ALLURE<sup>®</sup>**

**Insect Sex Pheromone Lure**

Trap Number

4/14/99

Date Placed

Replacement Date

Inspection Dates

Number

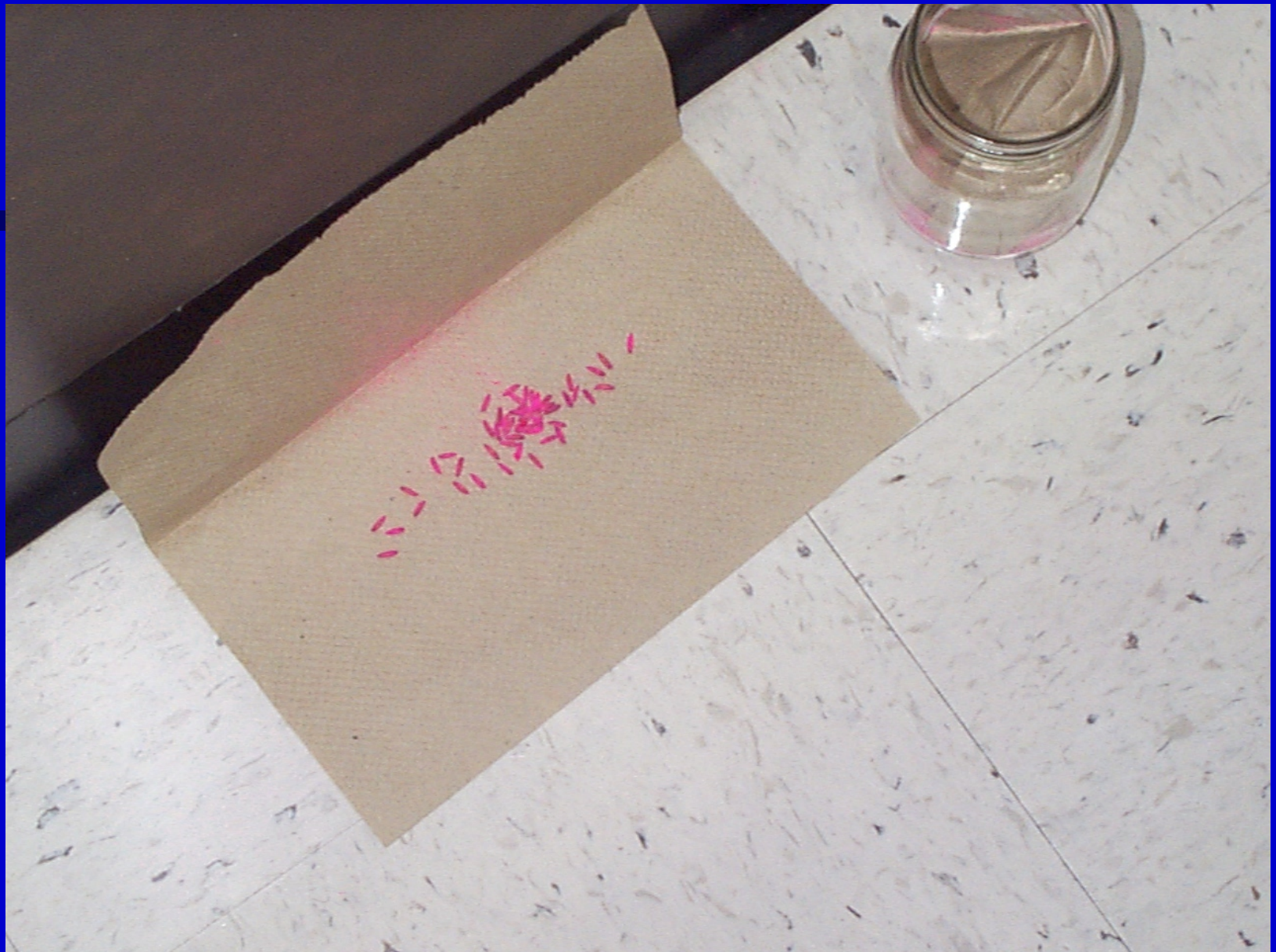
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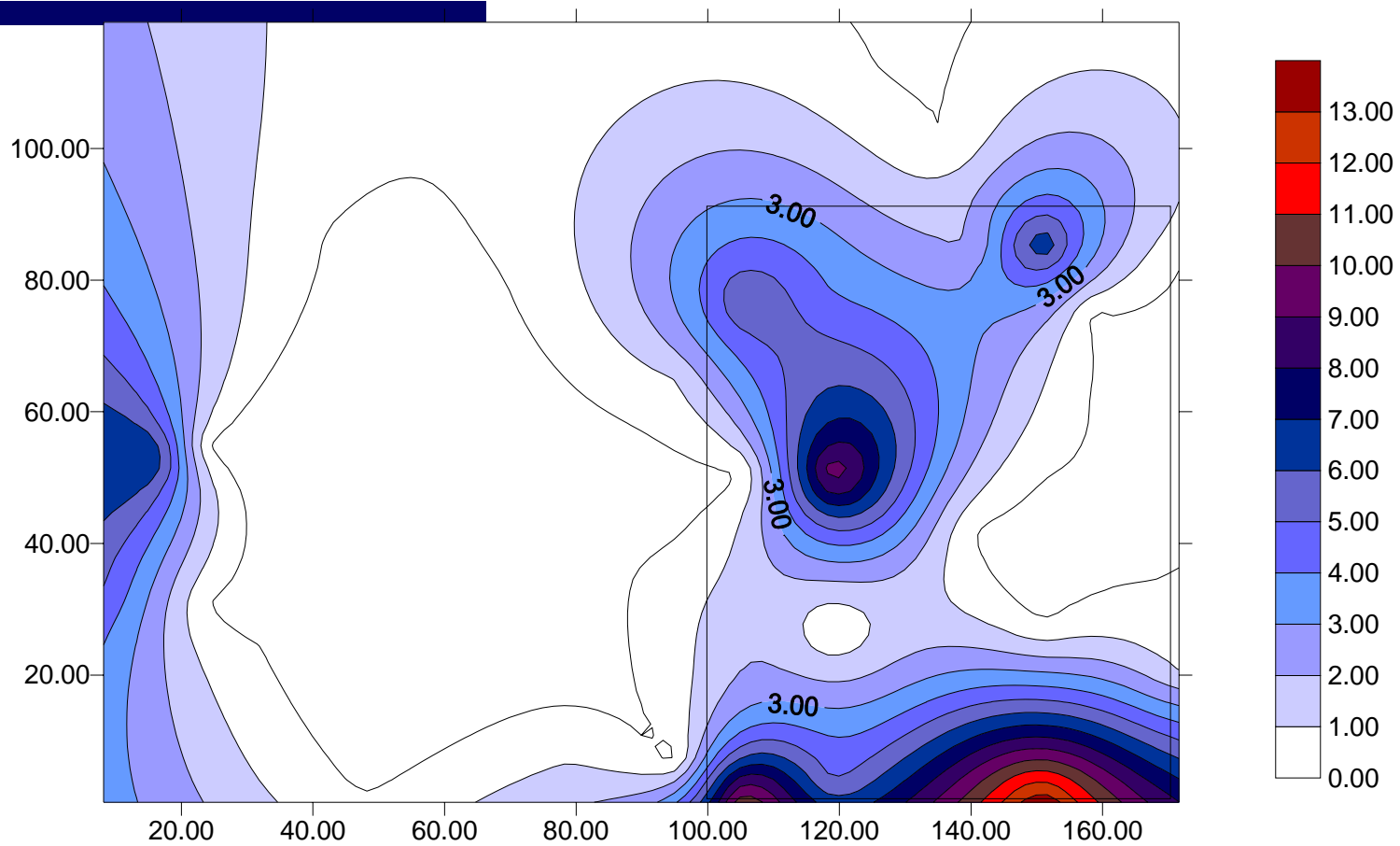
tempora











Trap catches of male Indianmeal moths at the Training Center, Ralston Purina, St. Louis



# PARTNERSHIP

- 📄 **FOOD SAFETY TRAINING MATERIALS - MANUALS & VIDEOS**
- 📄 **ON-SITE INFESTATION IDENTIFICATIONS AND INSPECTION TRAINING**
- 📄 **CONDUCT GMP TYPE INSPECTIONS WITH YOUR FOOD SAFETY PERSON.**
- 📄 **ASSIST IN DEVELOPING APPROPRIATE CHECKLISTS FOR FOOD SAFETY PROGRAMS**
- 📄 **REVIEW AND UNDERSTANDING OF WHAT YOU SHOULD EXPECT FROM YOUR PEST CONTROL COMPANY**
- 📄 **REGIONAL ASSISTANCE FROM OUR FOOD SAFETY COORDINATORS**



Ralston Purina  
Company



Food Safety Team