



CEASEFIRE™

Product

Reference

Guide

PRODUCT OVERVIEW

Ceasefire™ delivers the active ingredient fipronil in a unique, easy-to-use granular bait. At just 0.00015 percent active ingredient, it is the lowest-dose insecticide available for fire ants, yet it provides effective control. Fire ants begin to die during the first two weeks. Maximum control is reached in four to six weeks. Expect control to last 12 to 16 weeks.

Ceasefire is labeled for use on home lawns, landscape beds, school grounds, sports fields, parks, campsites and other recreational areas, commercial lawns, cemeteries, sodfarms and golf turf. It makes an excellent partner to the broadcast-applied insecticide TopChoice™. When applying TopChoice, use Ceasefire to treat areas such as landscape beds, the bases of trees, street signs and other difficult-to-reach areas that fire ants favor.

MODE OF ACTION/ HOW PRODUCT WORKS

Fipronil is a member of a class of insecticides called phenyl pyrazoles. It works by disrupting the central nervous system of insects. Specifically, it interferes with the inhibitory system and insects die of overstimulation. Fipronil in Ceasefire is active primarily by ingestion.

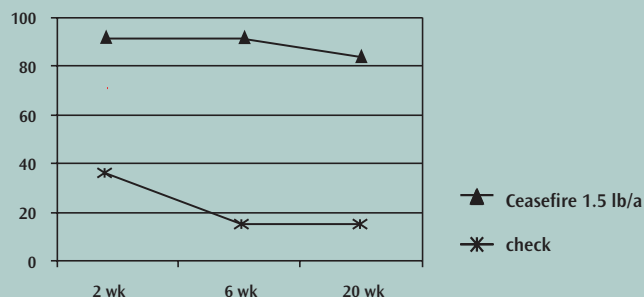
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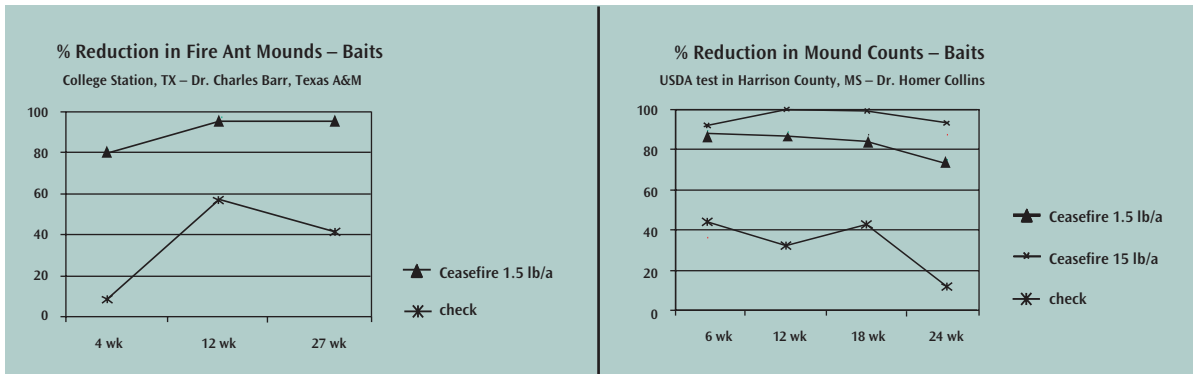
Benefits

- Quick and easy to use, especially in hard-to-reach areas
- Can be applied at the same time as TopChoice
- Can be applied in areas directly adjacent to bodies of water
- Offers fire ant control levels of up to 95 percent
- Lowest-dose insecticide available for fire ants — just 0.00015 percent active ingredient
- No reported incidence of resistance
- No odor

% Reduction in Fire Ant Mounds – Baits

Acadia County, LA – Dr. Dale Pollet, LSU





KEY INSECT PESTS

Turfgrass Insects

Fire Ants

FREQUENTLY ASKED QUESTIONS

Q: How many times can I apply Ceasefire in a season?

A: You can make a total of four applications per year, if necessary.

Q: Is use of Ceasefire restricted around bodies of water?

A: No, it is not. Ceasefire can be applied to soil or turf that is directly adjacent to bodies of water.

Q: How does Ceasefire work?

A: Ceasefire slowly kills all the fire ants that consume it. Ants do not eat the bait like we eat food. Ants only consume liquid food. Foraging ants picking up bait or “food” either suck oils out of the food or feed solid food to their larvae and consume the regurgitated liquid. Since Ceasefire is slow acting, ants consuming Ceasefire are not aware that they are being poisoned to death.

Q: I’ve heard baits have to be reapplied if they get wet. Why?

A: Baits, including Ceasefire, need to be reapplied if they’re wet because they then are no longer considered attractive food. Ants like the oils in the bait. However fire ants often consume all the bait within the first few hours after application.

Q: Can Ceasefire be applied immediately before or following an application of TopChoice?

A: Yes. Unlike other bait/contact insecticide programs that require sequential applications several days apart, Ceasefire can be applied immediately before or following (or along with) a TopChoice application, without any effect to bait efficacy.