



# chipco<sup>®</sup> choice<sup>™</sup>

Product

Reference

Guide

## PRODUCT OVERVIEW

Chipco<sup>®</sup> Choice<sup>™</sup>, with the active ingredient fipronil, provides exceptional, long residual control of mole crickets and fire ants at low application rates. It's labeled for use on turfgrass and landscape beds.

When slit applied, Choice controls mole crickets for six months or more with just one application. When broadcast applied, it controls fire ants for up to 52 weeks, and controls mole crickets for four months, nuisance ants for three months, and fleas and ticks for one month from the fire ant application.

## 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 is active in insects by both contact and ingestion. Thanks to its unique Domino Effect<sup>®</sup>, it generally provides not only primary, but also secondary and tertiary kills, controlling even those insects that have not had direct contact with the compound themselves, but have simply touched others that have. Thanks to the efficiency and efficacy of fipronil, Choice delivers unprecedented levels of control and long periods of residual activity with very low levels of active ingredient — just 0.1 percent.

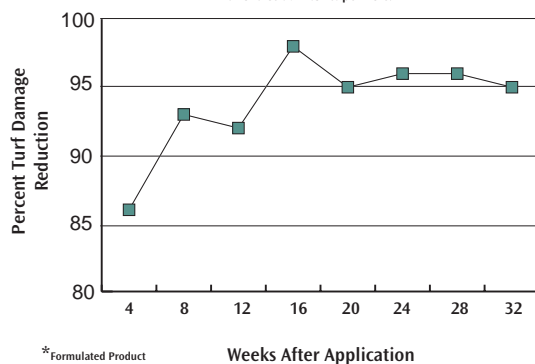
## TURF

### Benefits

- The standard for mole cricket control
- Multiple application options:
  - Slit apply for mole crickets
  - Broadcast for fire ants and mole crickets from the fire ant application
- Just one slit application provides six months or more of mole cricket control
- One broadcast application provides up to 52 weeks of fire ant control and four months of mole cricket control from the fire ant application
- Low-dose insecticide — just 0.1 percent active ingredient
- No reported incidence of resistance
- Low odor

### Choice on Mole Crickets

Average Efficacy Data 1994–1997  
Percent Turf Damage Reduction Following a Slit Application of Choice at 12.5 lb. per Acre.\*



## KEY INSECT PESTS

### Turfgrass Insects

Mole Crickets  
Fire Ants  
Nuisance Ants  
Fleas  
Ticks

## FREQUENTLY ASKED QUESTIONS

- Q:** How does Choice compare to organophosphates for the control of fire ants and/or mole crickets?
- A:** Compare Choice to organophosphates, and you'll find that it would take five or more applications of an OP to give you the same level of control offered by Choice. To put it another way, one pound of fipronil is equal in efficacy to 200 pounds of an organophosphate active ingredient.
- Q:** How does Choice compare to pyrethroids?
- A:** Three or more applications of a pyrethroid would be required to achieve the level of control one application of Choice provides.
- Q:** Why does Choice control fire ants and mole crickets for months?
- A:** The active ingredient, fipronil, is extremely active to both fire ants and mole crickets. While Choice does break down to harmless elements in the environment, it persists long enough to control those very sensitive pests for months.