

PRESS RELEASE

Launch of “Pritto Bait” Insecticide Targeting Invasive Argentine Ant Species

TOKAI RIKA CO., LTD. (Head Office: Oguchi-cho, Niwa-gun, Aichi, Japan, President: Hiroyoshi Ninoyu) has started sales of an insecticide called “Pritto Bait” targeting Argentine ants, which have been designated as an invasive alien species.

Argentine ants have been named on the list of the hundred world's worst invasive alien species by the International Union for Conservation of Nature (IUCN). Due to their highly aggressive nature and unusual fertility, this species of ants has the potential to devastate ecological systems around the world. Growing colonies of these ants in Japan and elsewhere are becoming a threat to biodiversity.

In April 2023, TOKAI RIKA entered into a partnership with Kani city, Gifu Prefecture, which is aiming to control the population of Argentine ants, and began work to control and to study ant colonies. As part of these ant control efforts, “Pritto Bait” was adopted in certain areas and found to dramatically reduce the distribution of Argentine ant colonies.

The developed agent is a bait insecticide that targets Argentine ants. It can be coated directly onto various surfaces to be consumed by the ants and taken back to their nests.

Normally, this type of bait insecticide is only available in pellet form or as a semi-solid paste. In contrast, since Pritto Bait is formulated using a type of grease, it has the following characteristics.

Characteristics of “Pritto Bait”

- (1) “Pritto Bait” can be coated in locations inaccessible to conventional agents, including river banks, trees, concrete blocks, stone walls, and other vertical surfaces.
Pritto Bait can also be applied using a grease gun so it can be sprayed easily in hard-to-reach locations.
- (2) “Pritto Bait” retains its effectiveness when used out of doors.
The active ingredients in insecticides used against Argentine ants tend to lose effectiveness when exposed to ultraviolet rays and moisture. These insecticides have to be kept in protective cases and recovered after use. In contrast, “Pritto Bait” is not affected by wind or rain and retains its effectiveness even without a protective case.
- (3) “Pritto Bait” consists of materials friendly to the natural environment.
Pritto Bait uses an environmentally friendly natural animal oil as the main component of the grease. Furthermore, soldier flies raised on organic food waste are used as the attractant bait component.

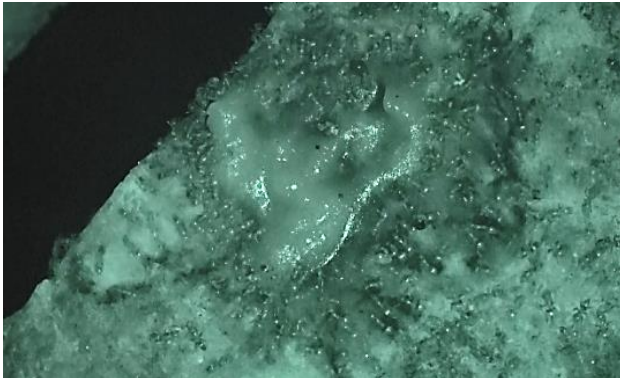
TOKAI RIKA intends to continue leveraging the knowledge and technologies that it has nurtured over its extensive experience in the automotive parts manufacturing industry to work with partners in governments and local regions who are engaged in combatting invasive alien species. By doing so, we hope to make a positive contribution to initiatives for establishing a real coexistence with nature and protecting biodiversity.



“Pritto Bait”



Grease gun being used to apply “Pritto Bait” from a distance of several meters.



Ants continuing to eat the bait insecticide during the night (taken using an infrared camera).



Group of ants attracted by “Pritto Bait” coated to the trunk of a tree.

Companies that cooperated in the development

◆KYODO YUSHI CO., LTD.

Example of contribution : Participation in joint development to convert bait insecticide into a grease.

◆Hearts Co.,Ltd

Example of contribution : Provision of attractant (soldier flies) raised on organic food waste.