DuPont™ Advion™ Fire Ant Bait is a revolutionary product from DuPont Professional Products that combines a state-of-the-art insecticide with an alluring formulation to offer the first significant advance in fire ant bait technology in years. Unlike most slow-acting bait formulations, Advion™ will advance the science of fire ant control by providing excellent control of fire ants within 24 to 72 hours after application.

Active ingredient: The active ingredient in Advion™ is Indoxacarb. This active ingredient belongs to a new class of insecticide chemistry, oxadiazine, and features a unique mode of action that is not found in any other professional fire ant bait.

Formulation: Advion™ contains 0.045% Indoxacarb. This unique formulation uses a natural plant oil and other ingredients to coat Indoxacarb around a corn grit granule. These granules are particularly attractive to foraging fire ant workers that quickly transport the granules back to the colony ensuring its demise.

Unique features: Advion™ is an ideal product for red imported fire ant control because its unique mode of action allows the foraging workers to transport the bait back to the mound where it quickly controls the colony. This quick action is extremely unusual for a fire ant bait. It results from the metabolic activation of the active ingredient by developing larvae within the fire ant colony. The activated metabolite is then distributed to other members of the colony, including the queen. Once activated, control occurs quickly because, unlike the active ingredients in most other fire ant bait products, the metabolite disrupts the insect’s nervous system.

Application sites: Home lawns, golf courses, commercial and recreational turf, non-grazed and non-crop areas, parks, cemeteries, picnic areas, uncultivated non-agricultural areas including airports, roadsides, highway and utilities rights-of-way, campgrounds, industrial sites and institutional sites: institutional sites are defined as areas around properties or facilities providing a service to public or private organizations including, but not limited to, hospitals, nursing homes, schools, universities, colleges, museums, libraries, sports facilities and office buildings.

Directions for use: Advion™ may be applied either as a broadcast application or as an individual mound treatment. Broadcast applications must apply 1.5 pounds of product per acre. Individual mounds may be treated by applying 4 tablespoons of product per mound. The mound should not be disturbed before application. The product should be uniformly applied to the ground 3 to 4 feet around the mound. Do not apply directly to the mound. Up to 4 applications of Advion™ fire ant bait may be applied per year, but typically 2 applications (spring and late summer) are sufficient for year-long control. However, rainfall or irrigation within 2 to 3 hours after application may reduce the effectiveness of Advion™ fire ant bait and a repeat application within 7 days may be necessary to achieve the desired level of control. Refer to the product label for all precautionary statements and specific use directions when making applications using broadcast or Individual mound treatments.

Broadcast application: DuPont™ Advion™ fire ant bait is extremely effective when applied as a broadcast application. The main advantage of a broadcast application is that individual fire ant mounds do not need to be located before the treatment is applied. This greatly reduces the amount of time required to complete an application. Graph #1 (next page) shows the results of a field trial that was conducted in Florida during the summer of 2003. This trial evaluated broadcast applications of Advion™ and other commercial products for red imported fire ant control. The results are presented in terms of the percent control of mounds that were active in treated plots at the initiation of the trial. These results document the superiority of Advion™ based on both speed of action and duration of residual effectiveness.
Mound treatment: There are times when individual mound treatment is the best option for controlling red imported fire ants. DuPont™ Advion™ provides exceptional control when applied as a mound treatment. Graph #2 shows the results of a field trial that was conducted in Florida during the fall of 2002. This trial evaluated mound treatments of Advion™ and other commercial products for red imported fire ant control. The results are presented in terms of the percent control of mounds that were active in treated plots at the initiation of the trial. Advion™ outperformed the other products.

Head-to-head comparison: The best way to compare the performance of Advion™ against its competition is to place them in multiple field trials that make head-to-head comparisons under a variety of environmental conditions. Graph #3 shows the results of four field trials that compared the efficacy of Advion™ with two of the leading competitive brands. The results are presented in terms of the percent control of mounds that were active in treated plots at the initiation of the trial. These results provide evidence that Advion™ combines the fastest action with long residual control making it an extremely effective fire ant product.

For more information To learn more about DuPont™ Advion™ fire ant bait, contact DuPont Professional Products at 1-888-6DuPont (1-888-638-7668) or visit us on the Web at proproducts.dupont.com.

DuPont Professional Products brings more than 200 years of science and innovation to the pest management and green industry. Our new line of superior products contains new classes of chemistry with novel modes of action and is backed by experienced industry leaders and professionals.

This reference guide is not intended as a substitute for the product label for the products referenced herein. Product labels for the above products contain important precautions, directions for use and product warranty and liability limitations that must be read before using the product. Applicators must be in possession of the product label(s) at the time of application. Always read and follow all label directions and precautions for use when using any pesticide.

DuPont™ Advion™ is not available in all states. See your local DuPont representative for details and availability in your state.