



## RAPTORS ARE THE SOLUTION (RATS)

FOR IMMEDIATE RELEASE

August 1, 2012

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### **RATS CALLS ON PEET'S TO STOP SALE TO PET POISONERS**

**AUGUST 1, 2012**

**BERKELEY—RAPTORS ARE THE SOLUTION** (“RATS”) has issued the attached open letter to the Peet’s Coffee and Tea, Inc. Board of Directors asking them to reconsider their pending sale to Joh. A. Benckiser, a 10% shareholder of Reckitt Benckiser. Reckitt Benckiser makes the rat poison d-Con, an anticoagulant that is poisoning children, pets, and wildlife. According to the US Environmental Protection Agency (EPA), between 1999 and 2003, more than 25,000 children under the age of six had poisoning symptoms after exposure to rodenticides. Seventy-two percent were exposed to an anticoagulant rodenticide, brodifacoum—the active ingredient in d-Con. In 2008, the EPA requested that Reckitt Benckiser and several other companies remove these dangerous rodenticides from the market. All but three—one of which is Reckitt Benckiser—complied.

Considering the extreme danger that these rat poisons pose to children, pets, and wildlife, we are asking Peet’s Board of Directors to reconsider its deal with Joh. A. Benckiser. Peet’s has made a commitment to be “personally accountable to its customers and the community,” to “challenge the status quo,” and to engage in “sustainable practices,” yet this decision seems to fly in the face of all of those promises.

Raptors Are The Solution (RATS), [www.raptorsarethesolution.org](http://www.raptorsarethesolution.org), is a broad coalition of concerned citizens, biologists, non-profits, cities and counties, and concerned agencies working to increase public awareness of the problem of non-target poisoning of children, pets, and wildlife. We call upon Peet’s to cancel its deal with Benckiser and/or to ensure that they take d-Con off the market immediately.

For more background, please see

[http://www.kcet.org/updaily/the\\_back\\_forty/wildlife/one-of-the-most-insidious.html](http://www.kcet.org/updaily/the_back_forty/wildlife/one-of-the-most-insidious.html).

See <http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2012/05/11/HO9Q10DGD6.DTL&type=green> and <http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2012/05/18/HO9Q10GR0P.DTL>

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## **RATS' OPEN LETTER TO PEET'S BOARD OF DIRECTORS**

July 25, 2012

Patrick O'Dea  
Jean-Michel Valette  
Hilary Billings  
Michael Linton  
David Deno  
Gerald Baldwin  
Elizabeth Sartain  
Ted Hall

Re: Does Peet's Want to Poison Pets, Children, and Wildlife?

Dear Mr. O'Dea and Board of Directors:

As long-time and devoted Peet's consumers, we write to request that you reconsider the sale of Peet's Coffee and Tea to Joh. A. Benckiser, a major stockholder in Reckitt Benckiser, the manufacturer of D-Con, a dangerous anticoagulant rat poison. Ingestion of second-generation anticoagulant products designed to kill rats and mice are also poisoning children and killing birds of prey, dogs and cats, and many species of wildlife, including several endangered species. See [http://www.kcet.org/updaily/the\\_back\\_forty/wildlife/one-of-the-most-insidious.html](http://www.kcet.org/updaily/the_back_forty/wildlife/one-of-the-most-insidious.html).

Recently, the mate of famous New York City Red-tailed Hawk "Pale Male" was confirmed to have died from ingesting a poisoned rat. D-Con and related products are also poisoning children even when the products are used in accordance with the directions on the packages. According to the US Environmental Protection Agency (EPA), between 1999 and 2003, more than 25,000 children under the age of six had poisoning symptoms after exposure to rodenticides. Seventy-two percent were exposed to an anticoagulant rodenticide, brodifacoum --the active ingredient in D-Con. These problems continue. For more information, please see the two-part series recently published in the *San Francisco Chronicle* Home and Garden section on May 13 and May

20, 2012. See <http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2012/05/11/HO9Q1ODGD6.DTL&type=green> and <http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2012/05/18/HO9Q10GR0P.DTL>

We believe that Peet's may be unaware of the serious and far-reaching problems these rat poisons are causing for children, non-target wildlife, and pets, and the fact that the US Environmental Protection Agency is attempting to cancel their registration. Here is some background:

In 2008, the EPA determined that various rodenticides posed an "unreasonable risk" to children, pets, and wildlife. The EPA gave the companies three years to switch to safer products, but three companies—Reckitt Benckiser, Spectrum, and Liphatech—have refused to do so and have tied up the EPA's cancellation process in lawsuits. The dangerous products include D-Con, Hot Shot, Rid-a-Rat, all rodenticides containing brodifacoum, bromadiolone, difethialone, or difenacoum, and not packaged into enclosed bait stations. These products contain "second generation" anticoagulant compounds that poison pets and children, and cause hawks, owls, and other wildlife to bleed to death. A full list of the products' brand names is below as well as links to recent scientific studies documenting the hazards of these products.

Considering the extreme danger that these rat poisons pose to children, pets, and wildlife, we ask Peet's Board of Directors to reconsider its deal with Joh. A. Benckiser. Peet's has made a commitment to social responsibility, yet this decision seems to fly in the face of such a commitment.

Raptors Are The Solution (RATS) is a broad coalition of concerned citizens, biologists, non-profits, cities and counties, and concerned agencies working to increase public awareness of the problem of secondary poisoning in children, pets, and wildlife. A list of our partners can be seen at [www.raptorsarethesolution.org](http://www.raptorsarethesolution.org). We ask that Peet's either cancel its deal with Benckiser or ensure that they take D-Con off the market immediately.

We look forward to your response and hopefully to meeting with you in person to discuss our concerns.

Sincerely,

Lisa Owens Viani, Allen Fish, Maggie Rufo, Maggie Sergio  
For Raptors Are The Solution  
[www.Facebook.com/RaptorsAreTheSolution](http://www.Facebook.com/RaptorsAreTheSolution)  
[www.raptorsarethesolution.org](http://www.raptorsarethesolution.org)

### **List of rodenticides that poison children, pets, and wildlife**

Manufacturer	EPA Registration Number	Product Name
Reckitt Benckiser LLC	3282-3	D-CON CONCENTRATE KILLS RATS & MICE

Reckitt Benckiser LLC 3282-4 D-CON READY MIXED KILLS RATS & MICE  
Reckitt Benckiser LLC 3282-9 D-CON MOUSE PRUFE KILLS MICE  
Reckitt Benckiser LLC 3282-15 D-CON PELLETS KILLS RATS & MICE  
Reckitt Benckiser LLC 3282-65 D-CON MOUSE PRUFE II  
Reckitt Benckiser LLC 3282-66 D-CON PELLETS GENERATION II  
Reckitt Benckiser LLC 3282-74 D-CON BAIT PELLETS II  
Reckitt Benckiser LLC 3282-81 D-CON READY MIXED GENERATION II  
Reckitt Benckiser LLC 3282-85 D-CON MOUSE-PRUFE III  
Reckitt Benckiser LLC 3282-86 D-CON BAIT PELLETS III  
Reckitt Benckiser LLC 3282-87 D-CON II READY MIX BAITBITS III  
Reckitt Benckiser LLC 3282-88 D-CON BAIT PACKS III  
Liphatech Inc. 7173-247 GENERATION MEAL BAIT PACKS  
Liphatech Inc. 7173-283 DIFETHIALONE BAIT STATION  
Liphatech Inc. 7173-285 DIFETHIALONE 6G PASTE PL PKS  
Spectrum Group Division of United Industries Corporation 8845-39 RID-A-RAT RAT & MOUSE KILLER  
Spectrum Group Division of United Industries Corporation 8845-125 HOT SHOT SUDDEN DEATH BRAND MOUSE KILLER  
Spectrum Group Division of United Industries Corporation 8845-126 HOT SHOT SUDDEN DEATH BRAND RAT KILLER 1  
Spectrum Group Division of United Industries Corporation 8845-127 HOT SHOT SUDDEN DEATH BRAND RAT & MOUSE KILLER  
Spectrum Group Division of United Industries Corporation 8845-128 HOT SHOT SUDDEN DEATH BRAND MOUSE KILLER BAIT STATION

**Scientific studies and other background information:**

More about EPA's cancellation process: <http://www.epa.gov/pesticides/mice-and-rats/cancellation-process.html>

<http://www.dec.ny.gov/animals/81470.htm>

<http://invw.org/category/wordpress-tag/rodenticides>

<http://www.ierceology.org/wp-content/uploads/2012/05/Fisher-AR-QA-final-Product.pdf>

<http://www.scientificamerican.com/article.cfm?id=super-toxic-rat-poision-kills-owls>

<http://vet.tufts.edu/wildlife/rodenticide.html>

Mourad, G.W., et al. 2012. Anticoagulant rodenticides on our public and community lands: spatial distribution of exposure and poisoning of a rare forest carnivore.

PLOS One PLoS ONE 7(7): e40163. doi:10.1371/journal.pone.0040163

Murray M., & Tseng F. 2008. Diagnosis and treatment of secondary anticoagulant rodenticide toxicosis in a Red-tailed Hawk (*Buteo jamaicensis*). Journal of Avian Medicine and Surgery 22(1): 41-46.

Stone,W.B., J.C. Okoniewski, & J.R. Stedelin. 2003. Anticoagulant rodenticides and raptors: recent findings from New York, 1998-2001. *Bulletin Environmental Contamination Toxicology* 70: 34-40.