

SPONSORED CONTENT

2021 STATE OF THE

COCKROACH

CONTROL MARKET

INSIDE

**HOW COVID-19
AFFECTED
COCKROACH WORK**

**FACTS & FIGURES,
TREATMENTS
& TIPS**

**CHALLENGES AT
MULTIFAMILY
ACCOUNTS**

**DISHING OUT
TIPS FOR
RESTAURANTS**

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Greetings from **SYNGENTA**,

In a year filled with upheaval and uncertainty, industries have had to find innovative ways to pivot their business practices. Unsurprisingly, pest management professionals (PMPs) were able to continuously meet their customers' pest control needs, keeping homes and properties free from harmful pests like cockroaches that can be a threat to public health.

Syngenta is proud to sponsor PCT magazine's 2021 State of the Cockroach Market report, which found that cockroaches remain a top concern among customers. Nearly 70% of surveyed PMPs stated their customers consider cockroaches to be a harmful public health pest. This year's report shares more important insights for PMPs regarding cockroach control trends and business tips, which we are confident will be valuable to you and your business.

Cockroaches are known for being difficult pests to control, making it even more important for PMPs to have a strong treatment approach. The SecureChoiceSM Cockroach Assurance Program from Syngenta combines an integrated pest management (IPM) approach with proven products to help PMPs deliver thorough, long-lasting control. By following the SecureChoice Cockroach IPM Guide, the program assures at least a 90% reduction in cockroach populations within the first four customer visits over a 60-day period.

It includes three phases: an initial visit, a follow-up visit and continued maintenance and prevention. The program's proven effectiveness is attributed to a 90-day rotation of complementary products, including:

- Advion[®] WDG insecticide and Optigard[®] Cockroach Gel Bait
- Optigard Flex liquid insecticide and Advion Evolution Cockroach Gel Bait

Cockroach control can be daunting, but we are confident PMPs are up for the challenge. We are committed to providing the proven tools you need and be a partner in your continued success managing these public health pests.

Nicky Gallagher

Technical Services Manager
Syngenta Professional Pest Management



Nicky Gallagher

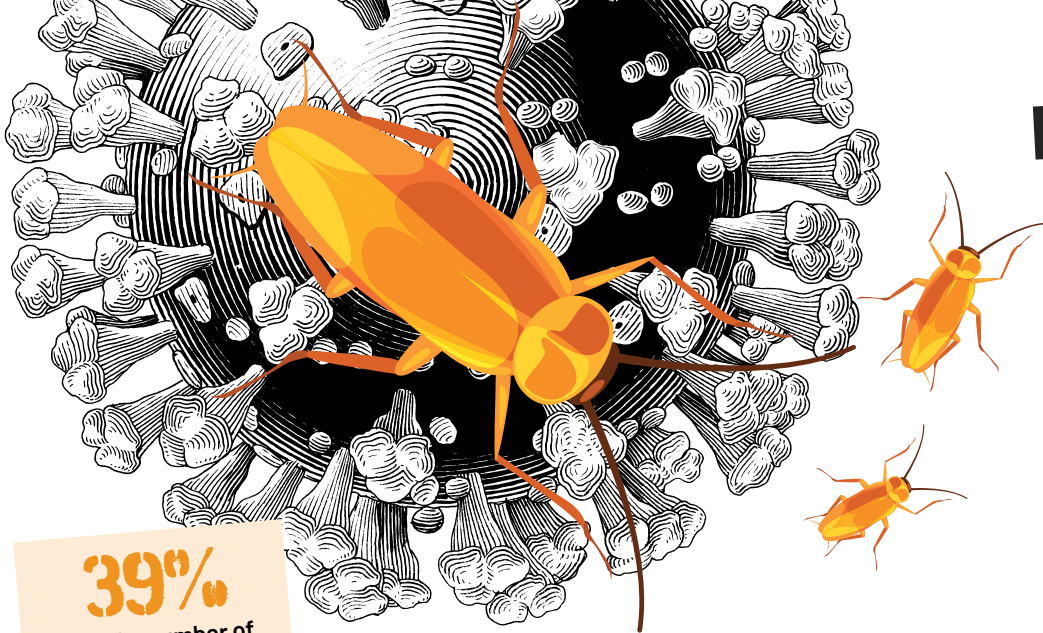
For more information, visit SyngentaPMP.com/Cockroach.



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39%

say the number of
cockroach-related
service calls was
adversely impacted by
the pandemic in 2020

Source: Readex Research;
Number of Respondents: 229

How COVID-19 Affected COCKROACH WORK

Scott Ballard has been in pest management for more than 20 years, but he just started his own firm, Ballard Pest Management in Opelika, Ala., last year — at the height of the pandemic. “I found out quickly that the key to helping customers was to listen to their concerns and meet them where they were,” he says.

“For some people, that meant simply wearing masks and gloves while we were in their homes; for others, it meant doing perimeter treatments only. And while perimeter treatments can be helpful for general pests, they don’t do much when you’re dealing with a major German cockroach infestation. When we’d explain that, customers would often make arrangements to leave while we treated indoors. For those who insisted on perimeter treatments, we would comply but explain that more aggressive treatment would be needed once the pandemic passed.”

Ballard is among about 55% of PMPs who provided perim-

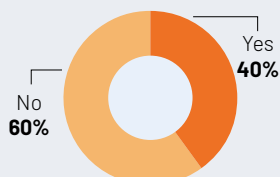
eter-only cockroach treatments in 2020; the other 45% either weren’t asked or didn’t see the value. This split is indicative of the very different experiences of PMPs during the pandemic. Cockroach work was simply business as usual for some, while others experienced fewer calls, limited access to homes or worse infestations.

Brian Winch of NSPE Services in Woodbridge, N.J., describes a situation he encountered. His multifamily accounts were particularly troubled by cockroaches during 2020 shutdowns, due in large part to the glut of food deliveries. “In every apartment complex we visited, we would see boxes of food just sitting in hallways, attracting cockroaches, or maybe even bringing them in. I can’t stress strongly enough what an issue this caused in our multifamily accounts.”

Just one more reminder of the hardiness and resourcefulness of cockroaches: They always find that opportunity to thrive. 🪳

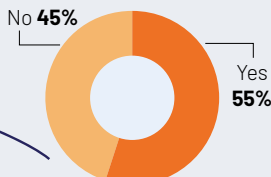
PERIMETER COCKROACH TREATMENTS

Did you perform more perimeter treatments in 2020 due to the pandemic?

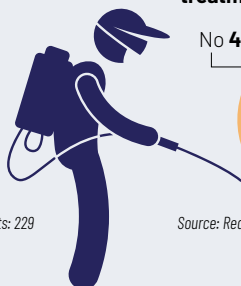


Source: Readex Research; Number of Respondents: 229

Did you provide perimeter-only treatments?

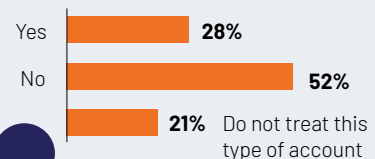


Source: Readex Research; Number of Respondents: 229



SEVERITY OF ISSUES

Were cockroach-related problems in your foodservice and hospitality accounts more severe following COVID-19 lockdowns?



Source: Readex Research; Number of Respondents: 229




Facts & Figures, TREATMENTS & TIPS

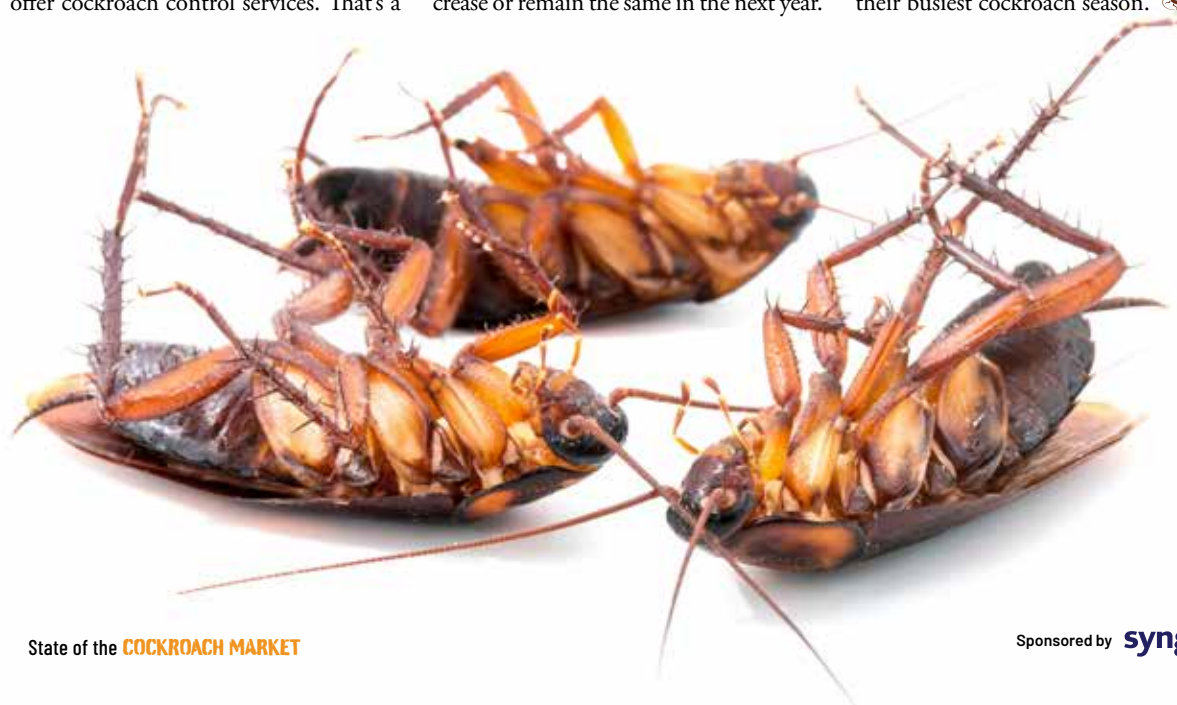
Anxiety. Embarrassment. Fear. Disgust. It's amazing the depth of emotion a single cockroach can stir up simply by skittering across a kitchen or bathroom floor, let alone a restaurant dining room. Cockroaches terrorize their victims in ways most pests can only aspire to, and while that's unfortunate for those whose pantries are being raided, it opens up a world of opportunity for pest management companies.

To PMPs, cockroaches are good business. Steady business. No wonder 96% of PMPs who participated in the 2021 PCT State of the Cockroach Control Market survey, sponsored by Syngenta, said they offer cockroach control services. That's a

telling increase from just four years ago, when our 2017 study revealed that 90% of PMPs were doing cockroach work. More and more PMPs are becoming involved as the revenue potential of this type of work continues to grow.

How significant are cockroach control services to companies overall? Well, it's grown in significance over the past five years for 29% of those polled; only 16% said it's a less significant portion of their business. And the revenue outlook for the near future is bright, with 96% of PMPs saying they expect the percentage of revenue generated by their location's cockroach control services to either increase or remain the same in the next year.

For most pest control companies, cockroach work is a year-round opportunity: When PCT asked PMPs which is their busiest season for cockroach control services, nearly two-thirds, 66%, said they see no seasonal difference in terms of demand for cockroach services. This majority likely includes PMPs who primarily treat one or both of the domestic species, German and brown-banded cockroaches, which live their entire lives indoors. Those who encounter peridomestic species — American, oriental, smokybrown and other species that live all or most of their lives outdoors — are likely among the 26% of PMPs who say that summer is their busiest cockroach season. 

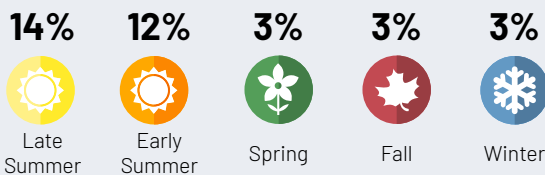




96%
**OF PMPs OFFER
COCKROACH
CONTROL
SERVICES**
Source: Readex Research;
Number of Respondents: 229

BUSY SEASON? NOT SO MUCH

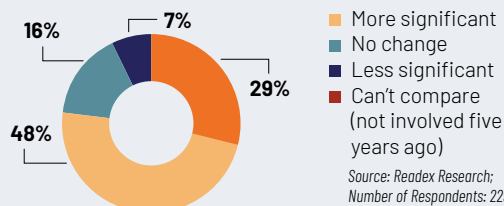
NO SEASONAL DIFFERENCE 66%



Source: Readex Research; Number of Respondents: 229

HOW IMPORTANT ARE COCKROACHES?

In the past five years, have cockroach control services become a more or less significant portion of your location's business?



Source: Readex Research;
Number of Respondents: 229

ABOUT THE SURVEY

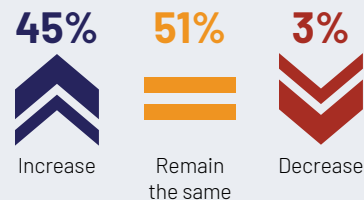
The PCT 2021 State of the Cockroach Control Market survey was sponsored by Syngenta and compiled by Readex Research, a privately held research firm in Stillwater, Minn.

A sample of 4,209 pest control company owners, operators, executives and technical directors was systematically selected from the PCT database. Data was collected from 239 respondents — a 6 percent response rate — via online survey from March 10-19, 2021. The margin of error for percentages based on the 229 respondents whose location offers cockroach control services is plus or minus 6.4 percentage points at the 95 percent confidence level.

Charts may not add up to 100 because of rounding.

EXPECTED CHANGE IN REVENUE

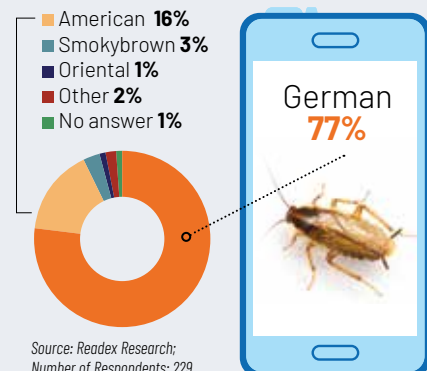
How do you expect the percentage of revenue generated by your location's cockroach control services to change in the next year?



Source: Readex Research; Number of Respondents: 229

SPECIES MAKING THE PHONES RING

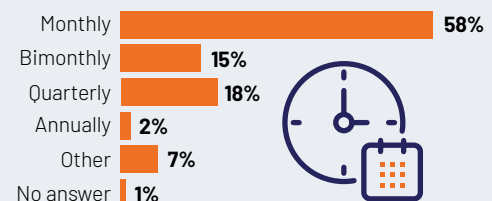
What one cockroach species represents the largest percentage of your location's cockroach control service calls?



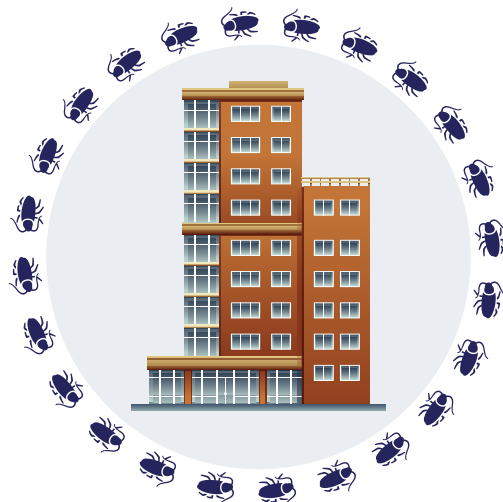
Source: Readex Research;
Number of Respondents: 229

FREQUENCY OF TREATMENTS

Which service cycle represents the majority of your location's cockroach control services?



Source: Readex Research; Number of Respondents: 229



CHALLENGES at Multifamily Accounts

How a technician treats a cockroach infestation depends in large part on the type of structure with which they're dealing. Working in a single-family home means getting cooperation from one customer. But when cockroaches invade an apartment complex or other multifamily housing account, you've got a whole community to contend with.

"Most of our cockroach work is in multifamily accounts, and they are the toughest," says Josh Brady of Anchor Pest Services, which serves markets in New Hampshire and Massachusetts. "You have to get access to every unit and then have every tenant comply with the prep instructions. Otherwise, you might gain control in one unit but then cockroaches come over from neighboring units."


That's an issue Brian Winch of NSPE Services faces as well. "Everyone is basically sharing one home," he says. "So if you have a neighbor with an infestation and they decide to start spraying an over-the-counter repellent, those cockroaches come right over into your place."

Winch says that almost inevitably there is at least one problem unit, where a tenant hoards or doesn't keep their apartment clean. "Property managers can be helpful sometimes, but they are really limited in how much pressure they can put on tenants who don't cooperate. Overall, tenants have a lot of rights."

Scott Ballard of Ballard Pest Management in Opelika, Ala., tells the story of a nightmare account he took over from a competitor that wasn't able to gain control. "When I walked into one of the apartments, the smell almost knocked me over. Then I saw food all over the place, banana peels on the floor — cockroaches were roaming freely," he recalls. "I shared photos with the property manager and she was mortified. I had to explain that it would be pointless for us to treat it in that condition. She understood and is working with us now toward getting cooperation."

MULTIPLE UNIT APPROACH. Having a strategy and process in place is important, Brady says. He shares this action plan:

- Send out a service manager to assess the type of pest and the infestation level. "Sometimes people think pill bugs are cockroaches, so we have to be sure we're actually dealing with cockroaches," Brady says. This visit can also be helpful for helping the customer understand what to expect and what will be expected of them.
- Propose a treatment plan to the property manager. Once accepted, follow up with prep instructions for their own knowledge and so they can inform tenants of what they need to do.
- Inspect every unit, paying particular attention to the kitchen and bathroom, pipes and drains, cracks and crevices, and under appliances and cabinets — anywhere cockroaches might hide and anywhere the tenant says they have seen activity.
- Assign one technician to do the bait syringe precision work for cracks and crevices, and another to spray.
- Set out pheromone monitors to help you gauge activity on subsequent visits.
- Schedule follow-ups every two weeks for at least two months.

Winch adds a note for brown-banded cockroaches: "Remember that these pests like to hide and that, unlike German cockroaches, they will hide anywhere. In addition to the kitchen and bathroom, check the living room and bedroom, look behind pictures on the wall — anywhere that might provide a dark hiding place." 

ACCOUNTS ON THE BOOKS

For what types of accounts does your location provide cockroach control services?

Single-family homes

92%

Hospitality accounts (hotels, motels, etc.)

37%

Apartments and multifamily housing

79%

Food warehouses and distribution centers

36%

Restaurants and foodservice facilities

74%

Government facilities

24%

Health-care facilities

41%

Transportation (planes, trains, buses, etc.)

10%

Schools and daycare centers

41%

Other

8%

Source: Readex Research; Number of Respondents: 229

DISHING OUT TIPS for Restaurants

83%
MONITOR USING GLUE TRAPS

Source: Readex Research; Number of Respondents: 229

The most commonly encountered cockroach species on the Oregon Coast is the German cockroach, reports Nancy Boerema of FireFly Enlightened Pest Solutions. She sees plenty of them, most often in restaurants, hotels and apartment complexes. Commercial kitchens are the most challenging, she says, due to not only sanitation issues but also the physical environment.

“You have to deal with a lot of stainless-steel surfaces, which are easy for cockroaches to climb but tough for us to treat. Then there are the motors powering microwaves, mixers, dishwashers and other appliances, which attract them,” Boerema says. “There are usually tons of drawers, too, and a lot of utility penetrations. It can take a long time to seal all the cracks and crevices we find — where pipes meet wall voids, for example.”

GETTING THE INSPECTION RIGHT. Any initial visit with a commercial kitchen account should begin with a conversation with the person who opens up in the morning, Boerema says. “German cockroaches are active at night but run to hide when the lights go on, so I ask the person who flipped the lights on in the morning, ‘What did you see?’ If they saw activity in the dishwashing area, then that’s where we start.”

Unlikely to see many insects in the light of day, Boerema looks for fecal matter, which resembles black pepper, in this hot spot, as well as throughout the kitchen. Sometimes the hiding cockroaches are stirred up by the breeze created by her

movement, which helps her identify hot spots as well. She applies red adhesive dots to mark the spots where she will place baits and check for activity on subsequent visits.

The inspection continues with an examination of water and food sources, including a look on hands and knees underneath equipment for grease, food scraps and, of course, insects. Pipes, cracks and crevices are next, with Boerema sealing as many trouble spots as possible to limit entry points. Finally, a look in the storage rooms, where cockroaches are likely to hide, for two reasons: Clutter provides harborage and they are huge fans of the cellulose in cardboard boxes.

TOOLS OF THE TRADE. The red dots are vital to Boerema’s inspections, as are glue traps. Other important tools include a telescoping inspection mirror to look behind refrigerators and check their motors; a flashlight and headlamp; and a digital camera. “Providing photos in addition to written documentation improves communication with your customer. If the manager’s not there when I treat the kitchen, I can explain in words and pictures, ‘I placed red dots here and here, this leaky pipe needs to be repaired, this debris needs to be cleaned up,’ etc.,” she shares.

TREATMENT SCHEDULE. Once the inspection is complete, Boerema treats cracks and crevices with a liquid pesticide mixed with an IGR to disrupt the life cycle. With the idea that the cockroaches will avoid the baits if any of the liquid pesticide gets into

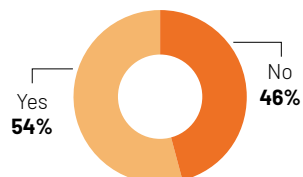
them, she waits for the second visit to bait. Once she places the gel baits on the next visit, she rotates them on every visit to minimize the chance of resistance.

All told, it may take two technicians three or four hours to complete an initial visit with a commercial kitchen, Boerema says. Subsequent visits by her team, including two follow-ups 10 to 14 days apart and then three monthly visits, take less time and can be handled by just one technician.

“For restaurants, like all of our accounts, we believe in taking the time to do the job right, and our customers appreciate the value we provide,” she says. 🐜

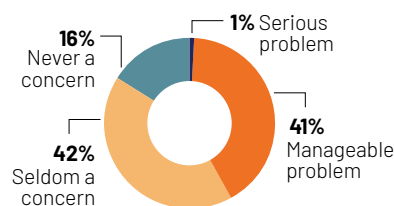
COCKROACH RESISTANCE

Is cockroach resistance a concern in your market?



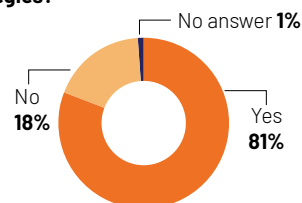
Source: Readex Research; Number of Respondents: 229

How much of a concern?



Source: Readex Research; Number of Respondents: 229

Have you implemented resistance strategies?



Source: Readex Research; Number of Respondents: 229

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JONATHAN SCHOPPE, ACE
DJAL ENVIRONMENTAL,
ROSELAND, N.J.

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