



## World's most advanced trapping technology helps save threatened Hawaiian animal and plant species

Automatic Trap Company works with U.S. Army on O'ahu island, and conservationists on Lāna'i island, owned by Oracle founder Larry Ellison, to eradicate rats and revitalise native flora and fauna

Honolulu, Hawai'i, **October 24, 2017**: New Zealand-made humane, multi-kill traps are being used in the fight to revive native wildlife on the islands of O'ahu and Lāna'i in Hawai'i.

The Goodnature A24 self-resetting rat trap is the world's only predator trap which self-resets up to 24 times before it needs to be reloaded by a human. For this reason, A24 trapping technology is in demand around the world for use in large-scale predator trapping programmes where access for rebaiting is challenging.

Automatic Trap Company (ATC), the sole distributor of A24 traps in the US, is assisting conservation projects in Hawai'i to remove invasive species like the black rat and Norway rat have endangered Hawai'i's diverse wildlife and mesic forests.

Major trap layouts are currently taking place with the U.S. Army's O'ahu Natural Resources Program on O'ahu and with Pūlama Lāna'i on Lāna'i, an island 98 per cent owned by Oracle founder Larry Ellison.

ATC president Blair Calder says networks of A24 traps are revolutionising conservation efforts and Hawai'i is leading the way in the US.

"There are a lot of species here in the United States which are important to our biodiversity, but sadly their numbers are declining due to predation by introduced pests like rats and mice. Because of the A24s self-resetting nature and long-life, non-toxic lure, it is an effective tool for wiping out rodents humanely on a large scale so natural wildlife can flourish," he says.

O'ahu: Over the next few months, the U.S. Army's O'ahu Natural Resources Program will finish installing nearly 1,000 Goodnature A24 self-resetting traps as part of ongoing efforts to protect threatened and endangered plant and animal species on O'ahu. The effort supports military training and environmental requirements, and complements the 500 A24s already installed in the Waianae Mountains.

Staff will deploy 910 A24 self-resetting traps to reduce rats in the Wai'anae and Ko'olau mountain ranges. The traps, along with Goodnature's Automatic Lure Pump (ALP), will be spread over four sites to replace single-use snap traps. The trapping network will help protect the endangered O'ahu 'elepaio, the endangered tree snail *Achatinella mustelina*, and nine species of endangered plants.

According to small vertebrate pest stabilization specialist Tyler Bogardus, self-resetting traps are “more efficient” and are a great pest control solution for remote areas. Bogardus supports the Army’s natural resources program via an Army-funded cooperative agreement through the Pacific International Center for High Technology Research, administered by the Research Corporation of the University of Hawai’i - Pacific Cooperative Studies Unit (PCSU).

“We work in large expanses of really rugged mountainous terrain,” Bogardus said. “It’s difficult and time-consuming to hike to these areas to check and reset traditional snap traps. The automatic lure pump has been crucial. Having a lure that lasts up to six months has made our work easier and cut the labor involved dramatically.”

[Research](#) undertaken by PCSU 2013 found A24s more effective than snap traps at killing rats. A comparison of the effectiveness of a snap trap grid at Kahanahaiki (464 traps; 26 ha) versus the grid of A24s (45 traps spaced 100 m by 50 m; 12.6 ha) at the Pahole Natural Area Reserve shows the A24 grid caught more rats per hectare (51 rats/ha) than the snap trap grid (34 rats/ha). Moreover, the Pahole A24 grid was maintained with roughly 35 per cent of labor required for the Kahanahaiki snap trap grid.

A24s are one of the most effective pest control tools on the market – when deployed, the self-resetting traps eradicate local rat populations, then the network establishes a system of constant control to suppress reinvasion.

Lāna’i: In 2012, Oracle founder Larry Ellison purchased 98 percent of Lāna’i from Castle & Cooke, Inc. His vision was to establish Lanai as a sustainable island and to conserve Lāna’i’s energy, water and land resources. Lāna’i has significant breeding colonies of Hawaiian petrels, an endangered seabird only found Hawai’i, whose eggs and chicks are particularly vulnerable to predation by rats. Additional endangered species, such as two species of Lāna’i tree snails and rare plants, are endemic to the island and also heavily preyed by rats. Over the last two years, the Pūlama Lāna’i Department of Natural Resources has installed more than 400 A24 traps, all outfitted with Goodnature’s Automatic Lure Pump (ALP), across 90ha in an effort to control the rat population and better protect the island’s endangered wildlife and native plants.

Pūlama Lāna’i Department of Natural Resources Wildlife Biologist Dr. Rachel Sprague says, “Hawai’i has unique flora and fauna, and protecting and maintaining this biodiversity is an important objective for us on Lāna’i. The A24 is becoming instrumental in our ecology work on Lāna’i – through the humane reduction of rats with the A24 self-resetting trap, we hope that we can better protect our imperiled native wildlife from non-native predators like rodents.”

**ENDS**

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How the Goodnature A24 Rodent Trap works:

The Goodnature A24 Rodent Trap is toxin-free, certified humane in New Zealand, Europe and the UK and is designed to kill more rodents than traditional traps while also reducing the labor needed to check traps. When equipped with the ALP, the A24 steadily delivers long-life lure over a six-month period. This reduces trap checking from 12 times to just twice a year substantially minimizing labor associated with trap management.

The rat is attracted into the A24 trap by the potent long-life rat lure which remains fresh for one month.

As the rat brushes past the very sensitive leaf-trigger, the trap is set into action.

A CO2 pressurised piston strikes the rat's head killing it instantly and then retracts on a light spring.

The dead rat falls to the ground and the trap automatically resets itself ready for the next pest to arrive.

About Automatic Trap Company

The Automatic Trap Company was established to distribute the world's most innovative and humane pest trapping technology, the Goodnature A24 self-resetting trap, in the United States. It is the world's only pest trap that self-resets up to 24 times, offering constant control for months without monitoring or resetting, creating significant time savings in pest management. Winner of numerous design awards, Goodnature's traps have aided conservation efforts around the world and have helped save millions of dollars in damages caused by rodents. The introduction of these traps to the U.S. means people no longer need to use cruel glue traps, ineffective snap traps or harmful rodenticides. Every trap we ship means less suffering and a better world.

<http://automatictrap.com/>

About the U.S. Army's Natural Resource Programs in Hawaii

The U.S. Army manages more than 100 threatened and endangered Hawai'ian species, including including plants, snails, birds, bats, insects and their critical habitat. The program's mission is to support service members and military readiness through natural resources management and environmental stewardship. These species are only found within the Hawaiian Islands, many only on a single island, some restricted to certain mountain ranges on an island, and many only on Army-managed lands on the islands of O'ahu and Hawai'i.

About Pūlama Lāna'i

The mission of Pūlama Lāna'i is to develop, advance, and nurture a sustainable future for the island of Lāna'i. Inspired by a deep respect for the people, history, beauty and natural resources of Lāna'i, our vision is to develop our island into a thriving model of sustainability. We believe in the capacity of our community to collectively shape a future that will flourish in a rich diversity of minds, hearts, cultures, ideas and expertise. We are committed to environmental, cultural and economic prosperity across a balanced platform of conservation, preservation, education, energy, hospitality, social services, health care, business development and community life.