

**watergum**  
community for environment



**PLASSON**  
AUSTRALIA

# CANE TOADS

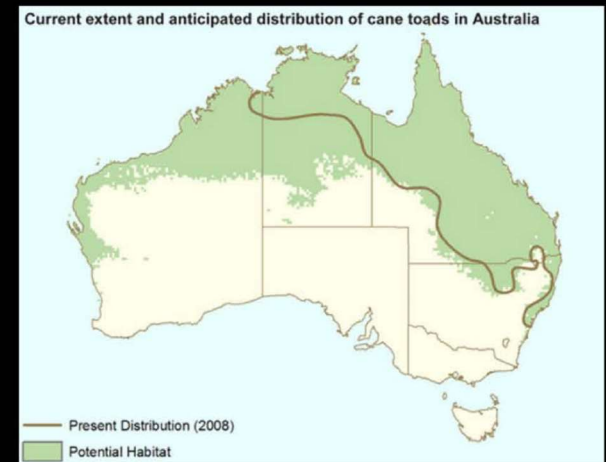
**CURRENT POPULATION 2 BILLION+  
IF WE DON'T STOP THEM WHO WILL?**



# THE PROBLEM



- **+2 BILLION IN AUSTRALIA TODAY, INVADE ANOTHER 50KM EACH YEAR**
- **ADULT TOADS CAN LIVE UP TO 15 YEARS**
- **FEMALES LAY 8,000-70,000 EGGS ANNUALLY**
- **TOXIC TO NATIVE ANIMALS AND MONOPOLISE HABITAT**
- **DECIMATE DUNG BEETLE POPULATIONS AND IMPACT LIVESTOCK**
- **CANE TOAD TADPOLES AND EGGS POLLUTE AND BLOCK WATERWAYS, DAMS AND DRAINAGE SYSTEMS**



**IT'S TIME TO STOP CANE TOADS TAKING OVER AUSTRALIA**





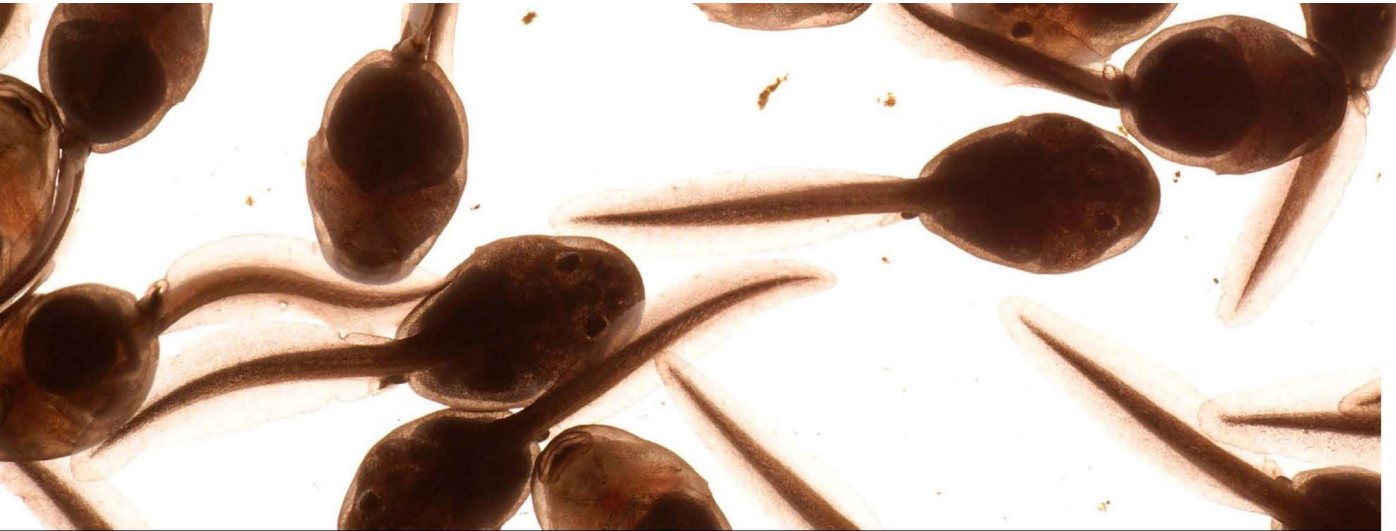
# THE SOLUTION



## TADPOLE TRAPPING

Trapping adult toads is slow work BUT thousands of tadpoles can be caught with a single tadpole trap!

- A lure has been scientifically developed that attracts Cane Toad tadpoles
- The lure tempts tadpoles into a trap so they can be easily removed from the water
- Native frog tadpoles are not interested in the lure, reducing the risk of bi-catch
- The lure is non-toxic and doesn't impact other species
- Thousands of tadpoles can be caught in one trapping session



# THE TRAP + LURE

- Safe, humane and non-toxic
- Attracts and contains Cane Toad tadpoles
- Does not impact frogs, other animals or pets
- Durable and able to be reused thousands of times



# THE OPPORTUNITY



**Water is in PLASSON Australia's DNA.**

**Our fittings are engineered so this precious resource doesn't go to waste.**

**Cane Toads pose a real threat to rural water supplies.**

**PLASSON Australia is partnering with Watergum to deliver this innovative Cane Toad control product to market.**

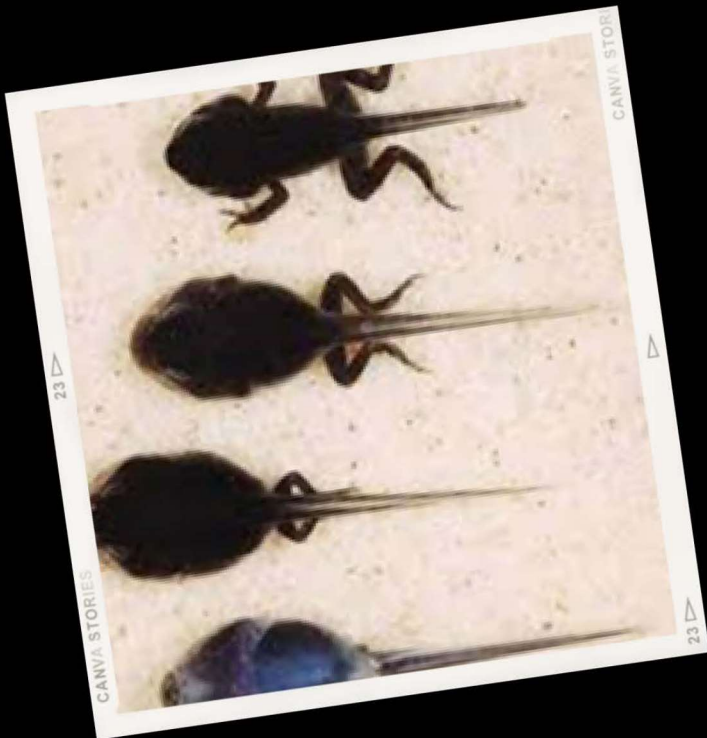
**HELPING TO GET RID OF CANE TOADS IS AS EASY AS PLACING AN ORDER**

# THE PRICE



For just \$65 Australians can help turn the toad tide

- Traps
- Purchase: \$34 Retail: \$45
- Lures (pack of 5)
- Purchase: \$14 Retail: \$ 20
- "Starter Pack" - 5 Traps + 5 Lure packs
- Purchase : \$240 Retail: \$325







**PLASSON**<sup>®</sup>  
AUSTRALIA



**Our fittings have been helping to connect Australia for over 45 years. We are passionate about products that will ensure we are around for another 45!**



**PLASSON Australia are keen to deliver solutions for our customers, community and country. Join with us and help turn back the toad tide.**

**Watergum is an environmental non-profit organisation that strives to engage the community to help the environment through education and on-ground work.**

**Invasive species present a serious threat to;**

- **Native species**
- **The agricultural industry**
- **Pets and community**

**Watergum is a leader in effective and humane cane toad control. We understand that we need to work together to impact cane toads.**

**Watergum already works closely with the agricultural industry to improve land and water quality for the betterment of the environment and to increase farming productivity, and now we want to help you tackle cane toads as well.**





**FURTHER INFORMATION**



[www.plasson.com.au/cane-toads](http://www.plasson.com.au/cane-toads)

**1300 752 776**

[www.watergum.org/canetoads](http://www.watergum.org/canetoads)

**07 2103 5796**