This dataset describes the palatability, for the land crab *Cardisoma carnifex*, of two rodenticide bait products available for conservation use in the U.S.: “25W” containing 25 ppm brodifacoum as the active ingredient, and “D50” containing 50 ppm diphacinone as the active ingredient. Both rodenticide bait products were found to be palatable to rats and crabs when presented alongside three commonly available food items: coconut endosperm (meat), the meristematic tissue of young coconut palms, and the fleshy mesocarp of Pandanus fruit.