

needed in uninhabited areas (hand-baiting was done in areas around town).

Formulated by Bell's R&D team, the ideal bait had to balance resistance to water penetration for use in the humid areas of the highlands, with properties of moisture attraction necessary for degradation in the arid climate of the coast.

The Bell bait, which was shipped halfway around the world, was then staged and loaded into hoppers for helicopter application. The IC team and representatives from Bell watched as the helicopter pilots put their careful plans into action. "The aerial application was like a dance. The helicopters would come in to refuel their tanks, then move the

hopper and hover while the bait was loaded. The helicopter would lift off and fly to uninhabited areas of the island, taking 12 to 25 minutes to finish a drop and return for another load" added Connor. Everything worked perfectly.

Now, post-application, the island locals are learning what to do with crop abundance for the first time ever, and both Connor and Riekema agreed that it was incredible to see the rodent bait manufactured, packed, and shipped from Wisconsin, and then see it a few months later on an island in the middle of the Pacific. There will be more applications of rodenticide to fully eradicate the island of invasive rats, but much of the work has been



Above: The Bell team with IC and Parque

done, and with enormous success. "This is a complex and important project for the stakeholders, including Bell. We are so proud to help restore an ecosystem where Charles Darwin first studied the Galapagos mockingbird and several important species of finches," said Connor. ■



# THE BELL REPORT

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Giant tortoises in the Parque Nacional on Floreana



Express bait stations awaiting deployment on the beach



Helicopter dispensing Bell's bait on Floreana

## FLOREANA: Restoring an Ecosystem

Almost exactly 1000 km west of the Ecuador coast lies a small island named Floreana, which is part of the renowned Galapagos chain of islands in the Pacific Ocean. It is home to numerous native species, as well as 54 different International Union for Conservation of Nature (IUCN) Red List of Threatened Species. The shield volcano island formed over 1.5 million years ago and is comprised of dry, desert regions as well as damp rainforests.

The island is also home to a variety of invasive species, including rats, which is why environmental group Island Conservation (IC) reached out to Bell almost 10 years ago to begin conversations on how to partner to eradicate the rodents from Floreana. One of the main causes of island extinctions and the loss of biodiversity worldwide is invasive species, which are mostly dispersed by boats. Many of the species native to Floreana, including

endangered tortoises, finches and more, are ground nesters, making their eggs easy targets for hungry rats. In addition, these invasive species decimate crops and other vegetation, which makes it difficult for the almost 150 residents of Floreana to sustain their livelihood, which is primarily made up of farming, tourism, and fishing.

### A PROJECT LIKE NO OTHER

Over the past 22 years, Bell has been involved in more than 100 conservation projects, partnering with environmental groups to join in the fight against invasive rats and mice in ecologically sensitive locations. What made this project different than others before Floreana is the sheer scale of it, the combination of arid and wet terrain, and most of all, the necessity to work with the residents of the island for this large-scale eradication effort.

Working with the IC team, Bell's

co-owner Anne Connor and former Regulatory Affairs Manager Craig Riekema traveled from Wisconsin for three days by air and sea to reach Floreana island. "It was an honor to go to Floreana to see the aerial application of Bell's bait," Connor said. "I traveled there 7 years ago when the project was in its planning stages and the community was still being engaged. To see the strides that had been made by Island Conservation was impressive. The infrastructure was greatly improved and many Floreana residents were part of the project team, hand broadcasting and working together with representatives from Parque Nacional Galapagos," added Connor upon returning from the trip.

### THE APPLICATION

Similar to previous rat eradication projects in the Galapagos, IC used helicopters to disperse the bait exactly where it was

*continued on back page*

## Did You Know?

**Rats control their whiskers to determine the size, shape and scope of an object.**

**This process is called whisking and is similar to how we use our fingers to form a mental picture of an object. Scan the QR code to learn more.**



Environmental group Island Conservation estimates that "75% of reptile, bird, amphibian, and mammal extinctions combined have occurred on islands, with invasive species being the culprit in 86% of all recorded extinctions on islands".

# PESTWORLD 2023



Bell had a very special week in Hawaii attending PestWorld this past October 17 – 20, 2023 in Honolulu. With a great turnout of attendees flying in from around the world, the Bell Domestic and International sales teams were thrilled to connect with customers and discuss important product solutions and industry happenings.

An exotic setting for a pest control trade-show, attendees embraced the location by wearing Hawaiian shirts and attending luaus after dark.

Inside the Hawaiian Convention Center, it was all business, with the Bell team highlighting the free subscription, free app, and free reporting that comes along with the iQ product line, powered by Bell Sensing Technologies. With six different bait stations and trapping products, iQ products save PMPs time, while keeping technicians off ladders and collecting information for easy reporting to the customer.

If you have not had a demonstration of how iQ can help your business, please reach out to your local Bell representative to schedule a meeting now.

Within the booth, Bell also previewed its newest rodenticide CAD<sub>3</sub>ET BLOX, a highly palatable cholecalciferol bait. The product will be officially launched in early 2024, and the Bell team looks forward to talking with customers about this new, non-anticoagulant option to fight ro-

dents. More information to come on this exciting new product.

In addition to customer meetings, time in the booth, and attending guest speakers, the Bell team spent time sitting on the board of directors or in other committee roles with NPMA, UPFDA, Public Policy, PWIPM, and Workforce Development. Bell's participation in groups such as these keeps the team at the forefront of regulatory changes and industry challenges and puts the team in a better position to support customers.

Inside the booth, Bell's SVP of Global Sales Patrick Lynch said, "It has been a wonderful week meeting with our partners in Hawaii, discussing opportunities and problem-solving together. As always, the Bell team is committed to supporting our partners through product innovation and industry service."

The entire Bell team did an excellent job answering the line of customers with questions about iQ products, as well as meeting with distributors and PMPs to discuss strategy and innovation. Congratulations to NPMA for another fantastic industry event. We look forward to PestWorld 2024 next October, at the Gaylord Rockies Resort & Convention Center in Denver, CO for the first time ever. ■



Above Right: Todd Butzow, SVP of Product Stewardship, steps into the Rodent Task Force booth to educate attendees on potential EPA legislation

Right: Scott Smith, BCE, Director of Sales, West, greets customers at the booth

Left: Bell's President and CEO Steve Levy poses with loyal customers Benz Jaz from Singapore, alongside Samuel Wood, Asia Pacific Business Manager.



Bell's SVP of Sales Patrick Lynch, ACE, showcases new features of iQ products to a longtime Bell customer



## TIPS TO BOLSTER YOUR TRAPPING PROGRAM



Eliminating rodents from homes, businesses, and farms can be complex and time consuming. These are a few helpful tips and tricks for trapping rodents from Bell's Florida Region Manager, Rod Smith.

- Proper and thorough inspection of the account will help to identify the type and quantity of rodents involved. Different types of rodents may require different trapping methods.
- Keep a clean environment. Reduce harborage areas and remove any clutter where rodents can be concealed and provided safety. Remember, a rodent's #1 goal in life is safety! Remove any potential food and water sources to discourage rodents from entering your home or business. Store all perishable food in properly sealed containers.
- Perform exclusion at the account utilizing proper materials to seal up any rodent entry and exit points that are over 1/4" in diameter. Continue to monitor for signs of rodent activity and be vigilant in reinforcing your defenses to prevent re-entry.

- Pre-baiting snap traps using strategic device placement. Place unset snap traps in areas where rodent activity has been observed, such as along walls where sebum is present, in corners, near food sources, and in dark, shadowed areas. Make sure traps are out of reach of children and pets. Pre-baiting involves placing the devices in their desired location, unset, with an attractant or nesting material on the back side of the trap. This entices the rodents to interact with the device without the trap setting off or the rodent being injured. This will assist the rodent in overcoming its natural, neophobic behavior towards the newly placed device.
- After 24-48 hours of pre-baiting, place attractants on the traps and set devices in the ready position.
- I have discovered that an exceptional attractant for trapping roof rats is combining non-toxic Detex® soft bait and Provoke® rat attractant in the removable bait cup in T-Rex traps.
- Check traps often, ideally every 12-24 hours, to ensure that any trapped ro-

- dents are not suffering unnecessarily.
- Utilize electronic rodent monitoring devices, such as Bell's 24/7 iQ multiple catch unit for mice or the T-Rex iQ snap trap for rats. Know when and where rodents are traveling and never check an empty trap again. Proprietary sensors detect rodent activity to provide efficient data collection with proof of rodent activity via timestamps, as well as concise reporting to monitor and analyze trends over time.
- Use various multiple catch traps for mouse populations – these allow multiple rodents to enter the trap in a single trapping session. Rodents are then contained in the device via live catch or with glue.
- Always position glue boards and trays lengthwise against walls. Do not place or attractants on glue traps, and do not place glue traps in corners. ■



Rod Smith  
FL Region Manager



T-Rex snap trap prebaited with Detex and Provoke



Inspecting loading docks for evidence of rodents