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WORKING TOGETHER

PAYS OFF AT FEED MILL DOWN UNDER

Coaxing neophobic rats to choose a bait isn't easy under the best circumstances but, when rats have a ready supply of tasty animal feed, it becomes even trickier.

Given a viable choice, however, rats will eventually try something new. And, that's when a clever pest controller can outsmart the cunning rat, as Marshall Blacklock in Queensland, Australia, discovered.

Blacklock, owner of CDI Pest Management Pty Ltd in Toowoomba, Australia, was hired to control rodents at a company that produced bulk animal feed for one of the largest meat-chicken growers in the Southern Hemisphere.

Located on the outskirts of a small rural town about 160 km southwest of Brisbane, the six-storey mill produced a pelleted and a crushed-mix chicken feed of tallow and various grains.

When Blacklock and his team took over the account from another pest management company, they faced a heavy and persistent infestation from roof rats feeding on spilled product, as well as a seasonal mouse problem.

"The previous program was originally set up to meet audit requirements as opposed to gaining control of the situation," Blacklock said.

"They used a bait that was not working and only about five snap traps. Our initial approach was to replace all the bait with Bell's DITRAC, clean and maintain the stations on a monthly basis, and triple the number of traps."

With bait consumption only minimally improved, Blacklock eventually contacted his Bell representative, Ken Parry, to explore other options to treat this type of environment.

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Nearby bulk grain silos, grassy fields and an abandoned railway line added to the ripe rodent conditions Marshall Blacklock and Dave Gray (l to r) found at a feed production mill in Australia.

“When Marshall first asked me about this problem, he’d tried every available toxic bait on the market without success,” said Parry who has been serving the Australian market for Bell since 2009.

Combining DETEX with CONTRAC

Parry recommended a stepping stone approach by introducing non-toxic DETEX first to get the rats feeding on bait and then swap it with CONTRAC BLOX.

mately 20 wires, which he positioned either on runways or close to harbourage areas.

The first week he saw approximately 50 percent of the DETEX eaten with very little change in CONTRAC consumption. The second week nearly all of the DETEX had been consumed, along with an increase in CONTRAC consumption.

On the third week, he positioned two blocks of CONTRAC with a block of DETEX in-between.

dozen or so per week during the next several service cycles, but, by week six, it had dropped to about four rats per week. Most were found on floors or out in the open mill area.

“Employees commented on the lack of sightings and dropping around the facility, and the client was extremely happy with the results from the new baiting program,” Blacklock noted, adding that it took approximately four months to gain control.

A newcomer to DETEX, Blacklock was skeptical at first, but now he’s sold on it.

“This approach proved to be most effective and we would highly recommend the use of DETEX in this type of situation,” he said.

Besides identifying hot spots, it revealed a few surprises. “We found that the population on one side of the mill was not crossing to the other,” Blacklock noted.

Once rats were under control, Blacklock set up a maintenance program that continued what he has in place. For mice, he changed back to DITRAC which works well on mice.

“With DITRAC, Marshall quickly got on top of the mouse problem,” Parry noted.

Once the internal rodent populations were under control, Blacklock, as part of maintenance, shifted his focus to preventing rodents from gaining entry into the facility. Clearing grass around the mill, for example, got an immediate drop in activity.

CDI - Proponent of Bell Products

Blacklock started CDI - Commercial, Domestic, and Industrial Pest Management - in 2005 to provide cost-effective service to clients through quality service programs individually designed to customer specifications.

“I’ve continually used Bell products as they have proven time and time again that the quality of the product gives results that make all the difference to the client,” Blacklock pointed out. “It was also good to be able to give practical feedback to Ken on how this product worked for us in the field.”

Parry, too, feels the benefits of a close working relationship with Bell customers like CDI.

“I was absolutely delighted to see the enthusiasm and satisfaction (and surprise) from Marshall on the success he had using DETEX with CONTRAC for rats and later DITRAC for mice. This site is now considered manageable with only very small amounts of normal activity reported.” ■



(Above) Part of CDI's maintenance program at the mill involved clearing vegetation which immediately reduced activity.

“I explained in detail the use of DETEX as an initial attractant and how it can be interchanged with our other baits. Rats will go from DETEX to our other baits without the normal neophobic behavior,” Parry said, noting that non-toxic DETEX BLOX contains no active ingredient and no bittering agent.

Parry also recommended switching from DITRAC with brodifacoum to Bell’s CONTRAC with bromadiolone, which is more appealing to rats in hard-to-feed situations.

Adopting that plan, Blacklock conducted a night survey to establish rodent movement and “hot spots.” From those results, he carried out more targeted baiting of the identified areas by using CONTRAC BLOX on wires and in bait stations. He also repositioned snap traps along runways for greater effect.

CDI also changed service frequency to weekly checks which produced larger kills though bait consumption overall was still low.

Following Parry’s suggestion, Blacklock initially used two DETEX BLOX with one CONTRAC BLOX in-between on approxi-



(l to r) Bell rep, Ken Parry with CDI Pest Management owner, Marshall Blacklock.

“This produced an increase in bait consumption and between 12 to 16 dead rats per week, four times greater than what we previously achieved,” Blacklock reported.

The number of dead rats remained at a



Celebrating Bell's 40th anniversary at PestWorld 2014!

Bell Laboratories turned Pest World 2014 in Orlando into its own 40th birthday celebration with 3,000+ friends and acquaintances in October.

The largest gathering of the pest control industry was the perfect venue to revel in the special milestone. And, what's a party without a cake?!

At the President's Leadership Reception on the opening night of Pest World 2014, Bell hosted a festive gathering, highlighted by the cutting of the birthday cake by Bell CEO Steve Levy, owner Linda Stack Hughes, NPMA president Billy Tesh, and NPMA Executive vice president Bob Rosenberg.

It was NPMA's 81st edition of its national convention, held this year at the Walt Disney Resort Swan and Dolphin Resort.

On the trade show floor, Bell was among 150+ exhibitors exhibiting to owners and managers of pest control companies, PMPs and industry researchers, educators and students.

The Bell booth highlighted Bell's newest product - PROTECTA EVO Mouse. It features a fast single-lock EVO key for quick service, holds up to two BLOX of bait or two bait rods for soft bait, and has distinctive internal teeth to clamp on soft bait paper, minimizing paper displacement.

Eric Greitens, a Navy SEAL, opened the general session of Pest World 2014 with an inspiring talk on leadership, resiliency and team building. There were four educational sessions dealing with rodent control, led by Larry Pinto, Mark Sheperdigian and two by Dr. Bobby Corrigan.

After four days of exhibits, educational sessions and receptions, the annual event wrapped up with a sunset celebration of food and music with the Kevin Mac Band.

Next year's Pest World will be held in October at the Gaylord Opryland Hotel in Nashville. ■

Photos:

Bell's display tower was a visible draw for customers and newcomers at PestWorld 2014.

Celebrating Bell's 40th anniversary with cake are Bell Laboratories CEO, Steve Levy, holding an award from NPMA for Bell's long-term sponsorship of the President's Leadership Reception; NPMA president Billy Tesh, owner of Pest Management Systems, Inc. of Greensboro, NC; Bob Rosenberg, Executive Vice President of NPMA; and Linda Hughes, owner of Bell Laboratories.



Personnel *News*



Mark Westover - Vice President of Sales/Business Development

Mark Westover, Bell's Vice President of Global Sales since 2011, was named Vice President of Sales and Business Development in September, following the retirement of Bell's VP of Operations, Rick Leyerle.

Westover will continue to oversee the management of Bell's domestic sales staff for the professional pest control market in the U.S. In addition he now also manages Bell's Customer Service and Information Technology Departments.

Westover has managed Bell's domestic sales division since joining the company in 2003 as National Sales Manager of Bell's sales and marketing division for North America.

In 2006, to meet the company's growing business demands, Westover was promoted to Director of Sales, working with Bell CEO, Steve Levy, in business development in the U.S.

In 2011, Westover was named Vice President of Global Sales, melding Bell's international and domestic sales teams into one cohesive unit.

Along with his new responsibilities, Westover will work with Levy on special projects.



Kent Gutzmer - VP of Sales/Agriculture and International Divisions

Also in the restructuring of Bell's sales divisions in September, Kent Gutzmer was named Vice President of Sales – Agriculture and International Divisions.

Gutzmer, who has managed sales responsibilities since 2002 for Bell's sister company, Motomco, in the agricultural market in the US and Canada, now also manages Bell's international sales team.

Gutzmer will oversee sales in the international and agricultural markets, working closely with Bell's international directors – Agostino Panetta, Director for Europe, Middle East and Africa; Andy Knox Australasian Business Manager for Australia, New Zealand, Asia and Australasia islands; and Daniel De Poli, newly named Latin American Business Unit Manager for Central and South America, Mexico and the Caribbean.

Under Gutzmer's guidance, the international team will develop the professional pest control and agricultural markets.

Gutzmer's knowledge of pest control in the agricultural market is extensive. He joined the company as National Sales Manager for Motomco in November 2002 and, four years later, was promoted to Director of Sales. In 2010, he was named Vice President of Animal Health, managing a team of national sales representatives and developing business throughout the U.S. ■



Go, Team RAT!

Phase III: Final Push to Rid South Georgia Island of Rodents

With final engineering and flight checks completed, three helicopters are now en route to the remote British Overseas Territory of South Georgia for the third and final push to reverse the ecological destruction wrought on this important seabird sanctuary by invasive rats and mice inadvertently introduced by whalers and sealers 200 years ago.

The former air ambulance helicopters, including one previously owned by Jacqueline Kennedy Onassis, are a critical element in completing the final phase of a five-year, £7.5 million (\$12 million) project, sponsored by the Scottish charity, the South Georgia Heritage Trust.

Over the brief, three month sub-Antarctic summer, starting in January 2015, an international team of 18, dubbed Team Rat, will draw on their unique expertise – from GPS and data management to meteorology and polar logistics – to eradicate rodents from the remaining one third of the island, an area of 364 square kilometres (140 sq. miles) including a 227 km (141

miles) stretch of sinuous coastline.

Skilled New Zealand pilots, employing GPS tracking systems, will aerially spread some 95 tonnes of bait manufactured by Bell Laboratories, an operation involving almost 450 flying hours. Portions of the island will also be hand-baited.

In two earlier phases in 2011 and 2013, Team Rat successfully baited and eradicated rats from two-thirds of the island, making the project, so far, five times larger than any other rodent eradication area in the world.

Already hopeful signs of recovery are appearing on this important breeding site for penguins, albatrosses, prions, petrels and the endemic South Georgia Pintail and South Georgia Pipit. It will take two years of monitoring with no signs of rodents before the island can be declared rat-free.

Project Director, Professor Tony Martin from the University of Dundee, is looking forward to that day.

“Once you have experienced the magic of this extraordinary wildlife wilderness, you cannot ignore the fragility of this unique environment and the challenges it faces – it is a

man-made problem, but we have a solution in our grasp,” he pointed out.

Global Effort

With half of the world’s endangered species living on islands, efforts to rid them of

predators, such as rats, come with a sense of urgency. Seabirds, in particular, are suffering with their numbers rapidly declining and nearly 100 species threatened by extinction.

Bell’s work with conservationists around the globe aims to halt the damage done by invasive rodents and restore the ecological balances to these islands. ■

“It is a man-made problem, but we have a solution in our grasp.”

- Tony Martin

Use pesticides safely. Always read the label. Follow the Alliance Code of Practice for glue boards in the U.K.

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