

pulse” at your site by monitoring and tracking any new issues, should they arise.

DETEX is a perfect solution for sensitive accounts to include schools, hospitals, food warehouses, zoos, parks, etc. Additionally, as legislation against the use of anticoagulants as a part of a rodent baiting program is on the rise in select states, DETEX provides an outlet for rodent control without using an active and it is also not regulated on how far away you must place the bait from a structure.

Noted Rodentologist, Dr. Bobby Corrigan, shares in his 2010 *Biomonitoring for Rodents* article, “Monitoring/tracking baits can help us [PMPs] be better detectives. Against the clever urban rodent pests, we need every detective tool and clue-gathering technique we can get.” The time is now

to implement this under-utilized tool into your IPM program. For more details, contact your local Bell Technical Representative or visit our website at www.belllabs.com. ■



3699 KINSMAN BLVD. | MADISON, WI 53704
www.belllabs.com

Address Service Requested

PRSR STD
US Postage
PAID
Madison, WI
Permit 1355



PestWorld 2017 in Baltimore Oct. 24-27

Mark your calendars for PestWorld 2017 this fall at the Baltimore Convention Center in Baltimore, Maryland.

Stop by Bell's booth #417 - where the Bell team will be on-hand to answer questions and discuss new products, including Contrac Soft Bait.

See you in Baltimore — October 24-27!



THE BELL REPORT

North American
Edition

VOLUME 36 | NUMBER 3 | JULY - SEPTEMBER 2017

Bell Introduces CONTRAC® Soft Bait

The most-trusted
rodenticide brand
is now available to
Pest Management
Professionals (PMPs)
in a new form -

CONTRAC® SOFT BAIT



Contrac® Soft Bait is Bell Laboratories' most extensively researched and tested rodenticide ever. Throughout the product development process, comprehensive field testing was conducted in both urban and rural as well as commercial and residential settings.

“Contrac is the number one bait in the professional pest control industry and our bromadiolone formulas are known for outstanding rodent acceptance and control,” said Senior

Product Manager Kate Van Boxel. “We are pleased to now offer a Soft Bait that we know will perform to the Contrac standard in all settings.”

Along with outstanding rodent acceptance and control, Bell's Contrac Soft Bait comes with an extensive list of key attributes. The soft bait has a unique oil-based formulation with a precise balance between saturated and unsaturated fats. In addition, the manufacturing

process ensures maximum contact of the paper sachet to the soft bait—further maximizing bait acceptance. Contrac Soft Bait is also designed to withstand almost any climate. In cold climates, the bait won't freeze and when temperatures and humidity rise, Contrac Soft Bait is both mold- and heat-resistant.

Contrac Soft Bait is available in an all-new 16 lb. pail size. This new Soft Bait pail is clearly differentiated from all other Bell Laboratories pails

The **ONLY SOFT BAIT** WORTHY OF THE NAME **CONTRAC®**



Contrac Soft Bait

Continued from front page

with an orange lid for ease of identification by distributors and PMPs. Contrac Soft Bait is available in 10g sachets with a minimum mouse placement of 10g and a minimum rat placement of 90g.

Contrac Soft Bait, EPA Registration No. 12455-146, is available for shipment September 1, 2017*. For samples and additional information, please contact your Bell Technical Representative or visit www.belllabs.com. ■

*State registration is still pending in California



WON'T FREEZE, MOLD OR MELT



Creating a **PREDATOR-FREE**

Lehua

Eighteen miles southwest of Kauai Island in Hawaii lies Lehua Island—steep, sparsely vegetated and only about 300 acres in size. The presence of Albatross, Shearwaters, Boobies, Tropic Birds and Petrels on the island makes Lehua one of the most diverse seabird breeding colonies in the state. Unfortunately, the island is also home to Polynesian rats that eat seabirds, eggs and chicks, making it impossible for the sanctuary and its wildlife to thrive and grow.

An eradication of the rats on Lehua Island was previously attempted with a competitor bait in 2009 and unfortunately, did not achieve 100% eradication. Years passed and Island Conservation and the Department of Land and Natural Resources (DLNR) called on Bell Laboratories in 2015 to assist with a second attempt at eradication on Lehua Island.

Craig Riekema of Bell Laboratories joined members of Island Conservation and the Department of Land and Natural Resources on Lehua Island to conduct investigative research. Due to the steep terrain of the island, hand

baiting would not be an option and a helicopter bait drop would have to occur in order to effectively distribute the bait over the entire island. Additional research was done to determine how other species interacted with the bait, including marine life. From a preliminary bait drop with inert bait, it was determined that the bait used for the upcoming eradication would have to be firm bait, with minimal dust, to help withstand the weather and conditions on the island.

From there, a bait development project began at Bell Laboratories headquarters in Madison, Wis. with members of Island Conservation on-hand to also take part in the tests. Seven different formulas were tested for various qualities. The formula selected had a good hardness and tested exceptionally well with rats for efficacy. The final bait, Ditrac D-50 with Lumitrack Biomarker, was a new formulation for Bell and the North American market and therefore, had to be registered with the Federal government.

Upon gaining the registration for Ditrac D-50 in Hawaii, a timeline was pinpointed for the bait drop. Late summer was identified to be the best time for the bait drop as competitive food sources for the rats would be at a lower level and when the seabirds become migratory, therefore reducing non-target exposure. On August 23, the first of three bait drops occurred with the final bait drop happening most recently on September 12.

Monitoring of the island will continue over the next two years, with a full-on assessment of the island in 2019. Should there be no evidence of rats after Year 2, the island will be declared rat-free. With 100% eradication, Lehua Island would become the largest, predator-free habitat for threatened seabirds anywhere in Hawaii. ■

Left: Lehua Island is one of the most diverse seabird breeding colonies in Hawaii.

Technician Tips

PULSE-BAITING with **DETEX®**

With an augmenting focus on Integrated Pest Management (IPM), non-chemical tools for rodent control are becoming increasingly important. DETEX®, Bell's non-toxic rodent monitoring bait, is one tool that Pest Management Professionals (PMPs) should have in their toolbox.

DETEX® with Lumitrack® Biomarker contains a special additive that makes rodent droppings glow bright green under black light. The 20g Blox are made with Bell's highly palatable bait formulation containing food-grade ingredients. Because its many textures and tastes appeal to rodents, DETEX with Lumitrack gives technicians the same excellent bait acceptance and weatherability as other BLOX baits from Bell. DETEX with Lumitrack is also available in 15g soft bait sachets.

Using a monitoring bait such as DETEX in an IPM program is essentially "taking the pulse" of the activity at the account. DETEX becomes your information gathering tool - providing you with crucial information about where the rodents are going, where they're coming from and the severity of the infestation.

From this information, you will be able to develop a decisive plan for where to install traps and bait stations and help you choose the right bait. Consider using DETEX in rotation with an active bait as part of your rodent baiting program. By doing so, you will be able to "keep the

Continued on back page

