

## Fastrac Blox *continued from page 2*

While Tomcat® and Jaguar® rodenticides are a popular choice among PMPs, Fastrac is an acute bait with unsurpassed rodent acceptance and control with recognized stop-feed action. Fastrac can kill rats and mice in one or two days after consuming a lethal dose.

Bell's patented All-Weather Blox have multiple edges that appeal to a rodent's desire to gnaw and contain the highest-grade toxicants and inert ingredients for outstanding rodent acceptance and control. They work well in any condition -- wet or dry, indoors or out.

"We are certain Fastrac will be an excellent tool for the pest control industry in South Africa," said Hudson. "Providing reassurance to the end user that even the toughest accounts can be rodent free."

## GARCIA JOINS BELL AS REGISTRATIONS SPECIALIST

Manuel Garcia joins Bell Laboratories as an International Registration Specialist where he will manage the registration of Bell Products in Latin American countries.

Garcia ensures that all requirements for registering new products and re-registering existing products are fulfilled. With products registered in several Central and South American countries as well as the Caribbean, updating registrations is ongoing at Bell. He works closely with Bell's biology and chemistry laboratories, coordinating the regulatory agencies' data requirements.

Garcia will work with Torill Holm, Bell's Senior International Registration Specialist, and John Lublinkhof, Director of Regulatory

Affairs.

"Manuel will be a great asset to the registration team," said Lublinkhof. "Especially as Bell ventures into new areas of opportunity in the Latin American region."

Garcia is from Madrid, Spain, graduating with a degree in Business Studies from the University of Salamanca in Spain, and received a Masters in International Marketing from RTC Technical College in Sligo, Ireland.

Prior to joining Bell, Garcia worked as an Account Manager for Bank of America in Madrid, and more recently as a Relationship Banker for Associated Bank in Madison, Wis. He is fluent in Spanish and English. ■

## Island Conservation *continued from page 3*



This is because the inherent isolation of these islands and typical lack of predators means that just a few rodents left unkilld will repopulate and resume their destructive ways in just a few years.

After initial surveys, the project shows signs of success. "It will be one year before we can declare the six islands rat-free, but initial signs are very positive," said Steve Cranwell – Operation Manager and Invasive Species expert from BirdLife Pacific, in a recent report from

project headquarters.

"In the last few days of the operation more Polynesian Ground-dove and Tuamotu Sandpiper were sighted on Vahanga," said Richard Griffiths, Island Conservation Project Director. "This is a sign of hope for recovery not only for these French Polynesian species, but for the hundreds of threatened island species around the world waiting for similar interventions on their behalf." ■

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



## THE BELL REPORT

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## Sweet Success For Bell's T-Rex

A sugarcane crop was providing the sweet life for a hardy population of Cotton Rats in Guatemala, that is, until Bell's T-Rex®.



Rats are nothing new to sugarcane producers in Guatemala. As one of the most damaging pests that growers have to deal with, managers and producers stop at nothing to protect their valuable crop from a rodent's sweet tooth.

Rodents, in particular the Cotton Rat, cause extensive destruction to sugarcane yield. Rats gnaw through the ring of the sugarcane stalk in order to eat the juicy tissue inside. This causes anything above the chewed portion to die and attracts insects and other pests to the hollowed out section.

Just a mere six inches of gnawing can completely damage a full 30-foot sugarcane stalk. Every one percent of damage to each hectare of crop represents half a ton (1,000 lbs) lost in

sugar production. It's a costly pest problem that requires creative methods to eliminate.

After a recent presentation with the Sugarcane Growers Pest Control Association, Bell's Latin American Business Manager, Dan De Poli, gave a box of Bell's Trapper T-Rex Rat Snap Traps to sugarcane producers to test in the fields. After much success, one company in particular, Ingenio Madre Tierra, was ready to put the T-Rex to the ultimate test.

Ingenio Madre Tierra (translates to 'Mother Earth') is Guatemala's fourth largest sugarcane producer, and second largest in output. With over 18,500 hectares of crop (plus production facilities), an aggressive Integrated Pest Management (IPM) program is fundamental to successful crop maintenance.

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Nests built throughout the sugarcane fields entice birds-of-prey that hunt rodents

The man in charge of such a project is Fernel Perez, from the Guatemala Agricultural Research department, responsible for Pest and Deceased. Perez and his team are IPM experts to say the least, employing creative methods to stop the destructive habits of rodents in the field.

His pest control strategies at Ingenio Madre Tierra consisted of not only baiting and trapping in the fields, but also harborage reduction and biological control. “We built man-made nests for owls and placed stakes and observation stands,” said Perez. “With this tactic, we hoped to attract birds of prey that hunt the rodents.”

While this untraditional approach worked to capture some rodents, Perez’s mechanical traps were failing the job. Buying an average of 7,000 wood traps a year to use outdoors, the traps were not getting the job done in the field. The wood traps did not last long in the challenging environment of heat, sun exposure and rain, amongst other obstacles.

“The wood snap traps were yielding no more than one kill for every 12 snaps,” said Bell’s De Poli. “Bell’s T-Rex was built to tackle such a challenging job.”

So, Perez and his team purchased 3,000 of

Bell’s Trapper T-Rex snap traps to use for not only trapping, but also monitoring rodent pressure. They placed seven traps in each hectare of land, using corn tortillas as an attractant. Based on the percent of captures, Perez would then determine the amount of bait to use.

“If the catch rate per hectare was less than 8%, no baiting took place. 8%-15%, then one kilo of bait was placed per hectare. 16%-30% - two kilos, and so on,” explained De Poli.

This strategy avoided the costly mistake of either overbaiting or underbaiting the fields as part of an ongoing effort to use less rodenticides.

#### Traps and IPM

In crop and commercial food processing accounts, trapping is an essential component to a comprehensive IPM approach to rodent prevention and control. It can be the most effective method to eliminate rodents quickly. Dead rodents can easily be disposed, eliminating any odors or other issues.

“We are trying to reduce our bait usage considerably by increasing the amount of traps,” said Perez. “Not only to monitor, but also to control and reduce populations mechanically.” The T-Rex not only traps rodents with its patented interlocking teeth, but it’s also built with a durable plastic material to withstand the harshest environments, and can be re-used again and again with continued results.

The durability and performance of Trapper T-Rex went above and beyond expectations for Perez and his team. Where wood traps failed, T-Rex outperformed the rest. Overcoming the extreme environmental conditions that caused other traps to break, T-Rex performed despite heat, humidity, rain and direct sun.

“The account noticed a much higher kill rate per snap,” said De Poli. “With the T-Rex, the trapping rate improved to 11 kills for every 12 snaps.”

With the combined trigger sensitivity and the exact trap velocity needed to capture and hold rats, its patented interlocking teeth make rat escapes virtually impossible. With its impressive grip, T-Rex provides superior trapping power for both rats and mice for every type of account.

“So far it has been over 150 days and not a single trap has broken in the field,” said De Poli. It’s a true testament to the vigorous research and development that went into the T-Rex - manufactured for a powerful snap and a quick kill.

Another benefit of T-Rex was the ease-of-use for applicators in the field. “They are much easier to use and safer for our employees,” said Perez.

When setting 3,000 traps across 18,500 hectares of land (that is about 45,700 acres), safety and ease-of-use is of top priority. The T-Rex is a safer option because it can be set easily by foot or hand. Applicators simply have to press the lever on the back of the trap and they are good to go. The removable bait cup can be withdrawn to fill with an attractant, and then re-inserted without having the trap set.

“With the results and durability of the T-Rex, they’ve already paid for themselves,” said Perez. The team at Ingenio Madre Tierra is so pleased with how T-Rex has performed in the sugarcane fields; they will soon place an order for 2,000 additional traps.

“Our T-Rex continues to be a favorite tool used for IPM in Latin America,” said De Poli. “When it comes to mechanical control, it has quickly become the market’s number one choice.” ■



Patented interlocking teeth of the Trapper T-Rex® deliver quick results with a powerful snap.



Another island rat eradication project is underway, this time in the Pacific paradise of the French Polynesian Islands. Located in the South Pacific Ocean halfway between California and Australia, it is known as an exclusive island escape, filled with stunning turquoise lagoons and picturesque romantic landscapes.

Visited by honeymooners and travelers alike, the island is now the site to what will likely be the largest ever rat eradication project. BirdLife International, with SOP Manu (BirdLife Partner in French Polynesia) and Island Conservation are leading the operation across the remote areas of the French Polynesian Islands.

The first phase of bait application finished in July of this year. For Bell, the French Polynesian project is currently the largest island bait donation to date with more than 200,000 pounds of Brodifacoum pellets manufactured and donated.

The project team of 31 successfully carried out the aerial rodenticide bait drop. For several weeks, the team baited more than 1,300 hectares of land, spread across two islands in the Acteon group (Vahanga and Tenarunga) and four islands in the Gambier group (Temoe, Kamaka, Makarua, and Manui).

The French Polynesia project is expected to span over 20 years and 48 islands, requiring more than 16 million pounds of bait spread across almost 100,000 hectares of island land. It’s an ambitious undertaking - with the hope that the island groups will be free of invasive rodents and the native animals and plants will return to their fabled beauty and abundance.

In particular, the project aims to restore the populations of one of the world’s most rare and endangered birds, the Polynesian Ground-dove. Found only in French Polynesia, invasive rodents nearly wiped out the

population, with BirdLife International estimating fewer than 100 birds remain today.

#### A Familiar Story

Despite the isolation of these islands, resident species were not immune to human interference. Decades ago the Norway rat, Polynesian rat and other invasive species overran the island groups of French Polynesia. They fed on the young chicks and hatchlings of the famed ground-dove, along with native species including the endangered Tuamotu Sandpiper.

Because the island species evolved without predatory animals, they were particularly susceptible to hungry rodents that preyed on the eggs and chicks of the flightless birds.

“Invasive alien species are a key driver of global biodiversity loss,” says Don Stewart, Director of BirdLife Pacific. “Introduced mammals alone are believed to be responsible for 90% of all bird extinctions since 1500, and are presently the main cause of decline for nine out of 10 globally threatened birds within the Pacific.”

Without intervention by Island Conservation with support from Bell, these famed and endangered species would be driven to extinction.

#### The Road Ahead

The completion of Phase 1 is a remarkable feat in island restoration. With many years and several million pounds of bait to be distributed, Bell and partners at Island Conservation work towards 100% removal of invasive rodents.

“For island projects only 100% eradication is acceptable,” said Craig Riekema, Bell’s Compliance Manager.

If any rodents are found on follow up investigations at one and two years post application, the project is considered a failure.



## FASTRAC BLOX now available in South Africa

Professional pest controllers in South Africa have a new bait to fight rodent infestations, with Bell’s Fastrac® All-Weather Blox®, with the active ingredient Bromethalin.

Launched in July, Brady Hudson, Bell’s Market Manager for UK and South Africa, and Tino Panetta, Bell’s EMEA Business Manager, spent a week promoting the new product offering to Pathogen & Environmental Services (PES) in South Africa.

PES is Bell’s exclusive distributor for South Africa, with offices near Cape Town, Johannesburg and Durban. They are the leading provider of products to the professional pest control industry across Sub-Saharan Africa.

Hudson and Panetta spent the week meeting with PES representatives Reon and Wouter Hillebrand, Directors of PES, and product manager, Raynard Coetzee.

“The goal for the PES launch was to give as much information about Fastrac and the scope of use, while stressing product safety with the use of Bell’s Tier 1 secure bait stations,” said Hudson.

PES has built a successful business supplying professional pest control companies with an array of Bell products for South Africa’s toughest rodent infestations.

While rodents invade the traditional outlets of businesses, industrial parks and restaurants, South Africa also has a large Township population. These areas consist of temporary buildings, often occupied by large families and tend to be overcrowded and lack hygiene, all conducive conditions that attract rodent infestations. Rodents then perpetuate the unsanitary conditions and increase the risk of rodent-spread disease.

Because of this challenging environment, the PES team is pleased to have another tool to control rodents with Bell’s fastest-acting rodenticide formula, Fastrac.