

Rodentology *Cont. from page 2*

While rodents do not abide by certain rules, there are areas throughout cities they tend to gravitate. Train stations, parks, stadiums, business districts and tourist areas are all high activity areas during the day, with minimal population at night. It's the ideal setting for a rodents' nocturnal personality. Look at maps of a city and point out areas like these around an account that might be prone to a rodent infestation.

Proper and thorough inspection will highlight the best areas to place equipment. "One tip we learned from Bobby Corrigan, was to double back on city streets during inspections," said Haddad. "By simply walking north and

south on one street, the change in perspective offers completely different clues about where rodents might be."

When placing bait in high activity areas, it is important to be sensitive to the surroundings. Use a camouflaged bait station, like Bell's Protecta EVO Circuit around buildings, and Bell's Protecta EVO Landscape in parks for disguised bait station placement. ■



City parks are equal parts sanctuary and feeding ground for rodents. One rat peaks its head out of one of the many burrow openings.



THE BELL REPORT

International Edition

VOLUME 19 | NUMBER 2 | APRIL-JUNE 2016

Personnel News *Cont. from page 2*

rodent and pest problems," said Andrés. "I am looking forward to working with the Bell team and Latin American customers, and am certain that by working together, great results will follow."

Pizarro is fluent in both Spanish and English.

Samuel Wood also joined Bell Laboratories in March as a technical service representative for Australia and New Zealand, representing Bell products to the professional pest control and agricultural markets.

Wood works with Bell's professional pest control distributors and their sales representatives on the use and promotion of Bell's rodent control products. In the field, he provides technical

assistance on pest control strategies, including accompanying distributor reps and technicians on inspections at rodent infestation sites.

Wood represents Bell at national trade shows and attends distributor sales meetings where he trains individuals on Bell products.

In the agricultural market, Wood works with distributor sales managers and buyers, providing product information and training, developing business plans with distributors and implementing promotional programs.

Wood brings more than nine years' experience in the pest control industry, along with skills in servicing high value, high dependency food facilities, pharmaceutical manufacturing and logistics clients. Before joining Bell, he

worked as a technical consultant for Pest IT Pty Ltd, where he focused on technical sales and training within the pest management industry throughout Australia. His technical service and sales experience in commercial pest control also includes employment with Ausmic Pest Control, Ecolab Pest Elimination and Rentokil Pest Control.

In addition to his extensive experience in the pest control industry, Wood holds RSPH Level II Certification in Pest Control, CIEH Level 3 Award in Training Skills and Practice, and a Rentokil Vertebrate Pest Management certificate. He was also awarded Ecolab Service Specialist of the Year in 2012.

Wood is based in Melbourne, Victoria. ■

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



BELL TAKES ON

RATS IN NYC

It is a well-known saying that if you can make it in New York City, you can make it anywhere – a motto that rings true to rodents as well. Featured as one of Animal Planet's most rat-plagued cities, the Big Apple's thriving rodent population is certainly not overstated.

With a steady supply of food and garbage lining the streets, along with a complex sewer and subway system to provide an ideal rodent dwelling, the challenges pest management professionals (PMPs) face to conquer the city's rat problem seem insurmountable. So much so, that the city's rodent complaint hot line anticipates a record-breaking number of calls this year.

Overcoming the city's rodent problem takes tenacity, city-smarts and a sound understanding of rodent elimination strategies for urban areas. So, this past May, the Bell team took to the streets with rodent expert Dr. Bobby Corrigan, president of RMC Pest Management Consulting.

For two days, Corrigan led an in-depth "rodent academy" that touched on rodent biology, behavior and control techniques. The training culminated with a nighttime trek down the back alleys and side streets of the city and into its subways for a glimpse of the challenges facing rodent control workers in New York.

"It was a fantastic opportunity for the whole

team to gain a better understanding of urban rodent control with real life scenarios," said Sheila Haddad, Bell's Vice President of Sales - East. "Bobby Corrigan gave us extremely useful ideas that our technical team can use in day-to-day talks and presentations, as well as real-world experience for use in inspections."

The Bell team saw firsthand the day's trash piled up on the streets ready for collection – scattered with telltale signs of rodent chew marks. The group also witnessed plenty of rats scurrying in and out of burrows throughout the city's parks. A common sight, given nearly 70 percent of rodent control in Manhattan consists of burrow baiting.

Continued on page 2

Address Service Requested

www.belllabs.com

SUFFOLK CO10 1LN UNITED KINGDOM
CHARGER HOUSE, CHARGER ROAD | SUDBURY,



The theme of the rodent boot camp honed in on “great rodent control”, accessing the rodent source with good inspections and correct equipment installation, versus simply setting the bait and waiting for rodents to come to it.

Sebum trails, caches of food and trash, droppings and burrows were all examined as prime rodent hotspots, optimum areas for bait placement.

The mix of in-field training and schooling on rodent biology helps the Bell team to better train and help customers solve problems, especially in the field of urban rodent control.

“Bell’s technical team is looked to as the world leaders in educating PMPs on the latest and most advanced rodent control



ABOVE: A nighttime inspection points to the difficulty of rodent control in the city. How do you eliminate a population, when garbage continually lines the streets.



techniques,” said Bell’s Pat Lynch, Vice President of Sales - West. “It was an excellent opportunity to learn from the recognized world expert in rodent control, Bobby Corrigan, so we can continue to be the experts in the field.”

Though the perspective was from New York, a comparison can easily be drawn to other cities around the world that struggle to eliminate rodents in subpar sanitation and environmental issues. ■

LEFT: Bell’s U.S. technical reps, technical director, marketing team, VPs of sales, President & CEO all attended Corrigan’s rodent academy. Corrigan shows how rodents use subway grates to navigate the city underground.

WHAT IS URBAN RODENTOLOGY?

Simply put, urban rodentology is understanding the behavior of rodents in city settings and implementing elimination strategies for this particularly challenging environment.

So, why are cities especially vulnerable to rodents? Between the high population density, abundant food, sanitation issues, parks, ports and tourist areas, cities offer rodents everything they need to survive – food, water and shelter.

Moreover, elimination can be problematic given the inability to completely remove rodents’ food sources throughout a city. Exclusion is near impossible in older infrastructure with numerous access points.

Following Bell’s rodent boot camp on urban rodentology, here are a couple tips and tricks to keep in mind.

First and foremost – before installing a bait station, trap or glue board, ask this important question. Why this spot?

Continued on back page



Bell’s Protecta EVO Circuit is perfectly disguised for use in highly populated areas.

UK Stewardship Update

As of April 2016, all of Bell’s professional-sized, U.K. rodenticide products will begin transitioning to new stewardship condition labelling. The new Rodenticide Stewardship Regime aims to control the application and use of rodenticides in order to limit exposure to non-targets, while preserving the efficacy of these rodenticides for the future.

Under the new regime, the legally binding labels require anyone who purchases professional-sized anticoagulant rodenticides to show a ‘certified proof of competence’. While Bell’s approved distribution has been doing this for many years, the requirements are intended to highlight that trained operators understand Campaign for Responsible Rodenticide Use (CRRU) best practices, and are committed to limiting rodenticide exposure to non-targets and the environment.

In order to obtain a ‘proof of competence’, any user must obtain a certificate that shows they have taken a CRRU-approved training course and passed any required exams. The full list of approved training courses is available on the CRRU website.

This new requirement applies to both professional pest controllers and farmers. However, farmers using anticoagulant rodenticides, and who are members of CRRU-approved farm assurance schemes, have an interim period in which they can still buy rodenticides before certification is mandatory.

There will be a phase-in period in which users can still purchase pre-stewardship labels through October 1, 2016, and can be used until March 31, 2017. After that date, anticoagulant products that do not include the proof of competence provision on the label must be disposed of.

“Bell is confident that our distribution partners have put in the necessary checks to ensure the smooth transition to a successful scheme,” says Brady Hudson, Bell’s U.K. & Ireland Market Manager.

“The stewardship message is getting into the mind-set of pest

control, taking away the need for baiting for baiting sake,” says Hudson. “We all have to take responsibility and show commitment to the stewardship scheme.”

The CRRU Code of Best Practice is similar to Integrated Pest Management (IPM), in that it advocates rodenticide users employ a risk hierarchy approach to rodent control. Strategies include starting with the lowest-risk option to controlling rodents, such as using exclusion efforts and non-toxic monitoring bait.

“Bell has always been the leader in non-toxic approaches to pest management by offering solutions and training for rodent control in sensitive accounts,” mentions Hudson.

Remember to choose DETEX Blox or DETEX Soft Bait with Lumitrack as a monitoring solution in tamper-resistant bait stations. It not only detects rodent activity, but rodent faeces will glow making it easy to identify the source of an infestation for targeted elimination efforts.

Trapping with T-Rex Rat Snap Traps, which fit inside many Bell bait stations, is an added layer of protection without the need for rodenticides.

When all other methods to obtaining control have failed, Bell’s two single-feed anticoagulant rodenticides, CONTRAC and SOLO, are effective in controlling both rats and mice.

CONTRAC is an excellent bait to control warfarin-resistant Norway rats. CONTRAC can be used indoors, outdoors around buildings, and in open spaces, waste dumps and sewers, to control persistent and out of control rodent infestations.

The higher toxicity in SOLO Blox is effective against populations that might be resistant

to other methods of control. Rodents can consume a lethal dose in a single feeding, making SOLO a good alternative where non-targets are of concern.

Contact Brady Hudson for more information about Bell’s product offerings that fit into the CRRU’s risk hierarchy approach to rodent control. ■

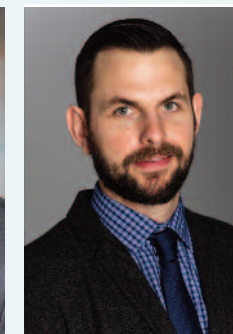


Bell’s Trapper T-Rex Rat Snap Trap fits in the Protecta EVO Ambush bait station – a non-toxic option for rodent elimination outdoors.

Pizarro and Wood Join Bell’s International Team



Andrés Pizarro



Sam Wood

Andrés Pizarro joined Bell Laboratories’ international sales team in May as Latin American Business Unit Manager, covering Mexico, Central & South America and the Caribbean. Pizarro will provide strategic direction in sales, marketing and registration of Bell’s rodent control products in the pest control and agricultural markets in the region. He will also work to develop new business in select markets throughout Latin America.

Working with Bell distributors and technical representatives, he will assess customer and market information in order to build strong customer/distributor relationships and enhance the market share of Bell products. Pizarro brings extensive knowledge and experience in the agricultural industry throughout Latin America. He earned a Bachelor of Science degree in Agronomic Engineering and Animal Sciences from the University of Costa Rica and has more than 15 years of sales experience.

More recently, Pizarro worked for Agrocomercial Cartago in Costa Rica, as an advisor for the poultry, swine, agricultural and food industries. In this position, he advised crop producers and PCO’s on methods to control rodent and pest populations. A key focus included managing pests in sugar cane crops, where Pizarro had experience using Bell’s Trapper T-Rex Snap Trap, amongst other tools, to solve serious rodent problems.

Pizarro, who is based in Costa Rica, is looking forward to developing business in the Latin American region with support from Bell distributors, customers and staff.

“I enjoy customer visits and being out in the field working with clients on how to solve their

Continued on back page