

moist in the highlands, where farming takes place. The challenge will be to develop a single bait formulation that will degrade within two weeks on the coastal area as well as the highlands.

“Moisture availability (i.e. rain, dew, fog) plays a major role in bait degradation,” Martin says. “The coastal areas typically experience significantly less moisture than the highlands, so ideal bait formulation must balance resistance to water penetration necessary for use in the humid areas of the highlands, with proper-

ties of moisture attraction necessary for degradation in the arid climate of the coast.”

Bell will continue to work hand-in-hand with Island Conservation to ensure that the right bait specifications are met to protect these important islands and their inhabitants, now and in the future. ■

Pete Martin inspects a piece of PVC tubing used for baiting in the Floreana highlands



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nications with a minor in Marketing from Old Dominion University in Norfolk, Va. James is based in Cincinnati, Ohio.

Kyle Youngstrom brings extensive experience in technical sales and training in both the manufacturing and pest control industries to his new position at Bell. Most recently, Youngstrom worked as a Strategic Sales Representative with BEA, Inc., where he provided product training, sales and business development support to OEM accounts.

Previously, Youngstrom worked as an Out-

side Sales Representative for Univar Environmental Sciences, covering Missouri and Kansas. Along with sales duties, Youngstrom worked to develop strategic partnerships with PMPs in his territory; conducting pest inspections in commercial spaces, training PMPs, and representing Univar at trade show and speaking events.

Youngstrom earned a B.A Degree in Entrepreneurship and Free Enterprise from Grace-land University in Lamoni, Iowa.

Youngstrom is based near Kansas City, Mo. ■



PestWorld 2016 in Seattle Oct. 18-21

Mark your calendars for PestWorld 2016 this fall at the Washington Convention Center in Seattle, Washington.

Stop by Bell's booth #415 where the Bell team will answer questions and discuss new products. We will also be screening Bell's new corporate video.

See you in the Emerald City, October 18-21!



THE BELL REPORT

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A Journey TO THE GALAPAGOS

The Galapagos Islands: Located in the Pacific off the west coast of Ecuador, they are the crown jewels of the conservation world. These are the islands where Charles Darwin expanded his Theory of Natural Selection. Unfortunately, the islands share one very big problem: Many are over-run with invasive rodents, which are killing off rare and endangered species that are found only on the islands.

Enter Bell Laboratories

This summer, Bell Technical Advisor Pete Martin and Bell co-owner Anne Connor made a pilgrimage to visit the Galapagos as guests of Island Conservation (IC), the organization that has been working to rid the islands of invasives. Bell and IC (www.IslandConservation.org) partnered to eradicate invasive rats on the Galapagos Islands of Pinzon and Rabida, and

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Members of the Bell Labs and Island Conservation teams placed containment systems, to test bait durability, in the highlands and the lowlands of Floreana.



The 2009 and 2011 eradication projects on Pinzon and Rabida were successful in eradicating invasive rodents. Here, a helicopter prepares to drop bait on a Galapagos island.

to investigate Floreana, the next island on which they hope to work together.

The projects on Pinzon and Rabida, undertaken in 2009 and 2011, were so successful that years later, there is no evidence of invasive rodents on the islands. Connor and Martin hiked the islands with IC's project leaders to witness how several species, including the Galapagos tortoise, are experiencing a resurgence now that the rats have been eradicated. Like many creatures in the Galapagos, tortoises and birds lay their eggs in ground nests, which are easily decimated by rodent populations.

"As with any rodent eradication project, I was proud that we were able to preserve threatened or endangered species [on the islands] for enjoyment by future generations," says Martin. Martin is responsible for formulating bait, including the 25 ppm brodifacoum bait pellets, that are used in conservation projects.

"These projects provide a shining example of how chemistry, in the right hands, can be used in a positive manner to protect the planet and creatures that inhabit it," Martin says. "What makes these project even more gratifying is that we were responsible for not only preserving the giant tortoise from the ravages of rodents, but we were able to protect two species (a small gecko and a land snail) that scientists

RIGHT: A saddleback tortoise observes the Island Conservation and Bell Labs teams on the Island of Pinzon

had thought to be extinct."

Island Conservation's Galapagos leaders are working with residents of Floreana to develop strategies to eradicate invasive rats on that island. Baiting Floreana poses unique challenges because it's inhabited by approximately 100 residents, many of whose families have lived on the island for generations. Floreana has its own fresh food and water sources and houses domesticated animals.



"The residents of Floreana, who are working hand-in-hand with Island Conservation, are invested in eradicating invasives, which will allow them to increase tourism on the island," Connor tells us. "Pete and I attended several informal meetings with residents and community leaders, who expressed their concerns and objectives for achieving total eradication of invasive rats," she adds. Residents are in active discussions with IC regarding things like food disposal (making sure rats don't have access to food scraps from restaurants) and how to protect food and water sources in exposed areas. "The residents were so receptive to having members of Bell Laboratories on-site for discussions," Connor says. "They can see that we're invested in a positive outcome."

Bait Formulation and Other Issues

Martin says that eradicating rats on an island like Floreana will require 400 tons (800,000 pounds) of specially formulated pelleted bait. The terrain is challenging, and unique landscape features like lava tubes, working farms and coastlines will need to be hand-baited.

"We used Brodifacoum 25 Conservation Bait for Pinzon and Rabida," Martin says, "but bait determinations won't be made for Floreana until degradation and animal color selection trials are conducted in October or November of this year."

The rate of bait degradation is a major issue for islands like Floreana. Climatic variance is extreme – it's dry and arid in the lowlands and

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NEW!

Burrow Bait for Voles and more with NEW P.C.Q.® PRO

Pest Management Professionals have a new weapon in the fight against meadow and pine voles, California ground squirrels and commensal rodents with new, P.C.Q.® PRO, from Bell Laboratories.

With the active ingredient, Diphacinone, this proven, first generation anticoagulant rodenticide has a broad label for use against a wide variety of pests in industrial, commercial and residential accounts. A welcomed addition to Bell's lineup of rodenticides, P.C.Q.® PRO is a restricted-use pesticide that is approved for burrow baiting for meadow and pine voles.

"We are excited to provide PMPs with a new tool that can be used to burrow bait for voles," says Sheila Haddad, Bell's Vice President of Sales – East. "As the vole population has increased over the years, so has the need for an effective rodenticide to control the populations. With a label approved for burrow baiting, it will provide PMPs with even greater flexibility to effectively control voles."

P.C.Q.® PRO is formulated with Bell's advanced preservation system, yielding a pelleted bait that is highly palatable and flexible for a variety of applications.

"As rodent and vole season comes into full swing, P.C.Q.® PRO will be an indispensable tool for PMP's because of its broad label for use against a variety of pests," says Haddad.

Adding to the versatility of the product, P.C.Q.® PRO can also be used to control California Ground Squirrels when used in bait stations or for spot baiting applications.

"Our P.C.Q.® rodenticide has consistently been the brand of choice in California in the fight against the damage and destruction of ground squirrels," said Patrick Lynch, Bell's Vice President of Sales – West. "The flexibility of the new P.C.Q.® PRO label that allows for both spot baiting as well as placement inside bait stations, along with its proven palatability, provides PMPs with the best solution against these pests in the market. It is an exciting day for Bell to be able to bring this brand to the rest of the United States."

The highly palatable formula competes with natural food sources in the field and is specially formulated to control California Ground Squirrels, Meadow and Pine Voles, Norway Rats, Roof Rats and House Mice.

P.C.Q.® PRO is available in economical 12 lb pails or 50 lb bags. Contact your Bell Technical Representative for more information. ■

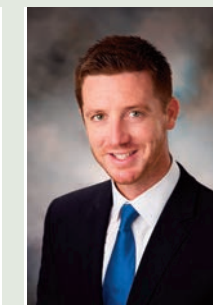


RESTRICTED USE PESTICIDE

James and Youngstrom join Bell's Technical Team



Tre James



Kyle Youngstrom

Summer ushered in two new technical representatives for Bell. Tre James joined in June as a Technical Sales Representative for the Central territory. He represents Bell products to distributors and pest management professionals (PMPs) in Michigan, Indiana, Ohio, Kentucky and Tennessee.

Kyle Youngstrom also joined Bell's sales team in August to represent a newly created territory - West Central. He will cover Missouri, Kansas, Nebraska, Arkansas, Colorado and New Mexico.

James and Youngstrom work closely with Bell distributors, providing product information and training sessions to their sales representatives and pest control customers on the proper use and application of Bell products. They also assist distributors in identifying and developing promotional strategies to increase market share, and represent Bell at distributor-organized events, as well as national trade shows.

In the field, reps conduct training workshops and lend technical support on pest control strategies, accompanying distributor reps and technicians on inspections at hard-to-control rodent infestation sites.

Prior to joining Bell, Tre James worked as a Territory Representative for QPR, a Quikrete Company. In his position, he provided sales and financial support, working closely with asphalt manufacturers and large building material distributors. James managed an established customer base and generated new accounts to grow his territory over 20 percent during his tenure.

James earned a B.S. Degree in Commu-

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