

A WORD FROM BELL ON COVID-19

Pest control has always been an essential service to ensure public health and safety. Now, more than ever, the work of pest management professionals is critical to protect the spread of disease and damage at homes, hospitals, businesses and schools.

At Bell, we are working non-stop

to ensure the industry has all the tools they need in the fight against rodents, whenever they need them. We've got your back in these difficult times, and are working alongside you.

For the essential services you provide around the world, we say thank you. We are all in this together and everyone at Bell wishes you and your family safety and health.



THE BELL REPORT

International Edition

VOLUME 23 | NUMBER 1 | JANUARY - MARCH 2020

EXPOCIDA SPAIN 2020

Considered to be Spain's largest Pest Control event of the year, the Expocida fair was held February 20th & 21st in Madrid at the IFEMA Convention Center. With over 2,400 professional attendees and 48 exhibitors from all over the world, both days provided opportunities of learning about the industry through educational workshops and seminars.

"The show was thought out. It was well attended, providing us with the opportunity to share our communication on the new shelf-life for Notrac and the arrival of Solo25 into the Spanish market," said Central & Southern European, Northern Africa and Israel Regional Manager Fabienne Redois. "This was very well received!"

Bell Laboratories was well represented with EMEA Director Arnaud Del Valle and Managers Fabienne Redois and Michael Sims managing the booth.

"It is always a pleasure to attend Expocida Iberia! It is a great opportunity for us to meet with our partners from Spain, Portugal, Central & South America, as well as Pest control technicians coming from all around Europe. This fair is actually becoming a global event. It also was a great chance for Bell Laboratories to update our Spanish partners with the latest news regarding products, regulatory and new Bell developments, and for Bell EMEA to introduce Michael Sims, our new Regional manager for UK/ROI and Sub-Saharan Africa, to the industry. ¡Gracias a todos, y nos vemos en el 2022!" said EMEA Director, Arnaud Del Valle. ■



Above/lower right: The Bell booth at the Expocida fair Below left: Michael Sims, UK, ROI, Sub Saharan Africa Manager



EU Bromadiolone & Brodifacoum SHELF-LIFE EXTENDED

Bell Laboratories is excited to announce the extended shelf-life for both Bromadiolone and Brodifacoum in Europe. Effective immediately, Bell's Bromadiolone blocks offer a 36 month shelf-life and Brodifacoum blocks are approved for 24 months. Please contact your local representative for more information.



Address Service Requested

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



WILDLIFE MANAGEMENT USES BELL'S FINAL BLOX TO CONFIRM THAT REDONDA IS RODENT-FREE

Before intervention by Island Conservation and Wildlife Management International, the island of Redonda was a desolate rock, with populations of native species quickly dwindling. Invasive, predatory *rattus rattus* and goats were ravaging the land and native species. After the relocation of the goats that inhabited Redonda, and the implementation of brodifacoum bait, the rats have been eradicated, and the island is thriving. This project has excited such strong local pride and support that, in May 2019, the Government of Antigua and Barbuda agreed to make Redonda the largest protected area in the Eastern Caribbean. Well over 25,000 hectares, the new Redonda Ecosystem Reserve encompasses the whole island and the surrounding coral reefs, and contains more than 30 globally threatened species. Flora & Fauna International, a conservation organization dedicated to protecting and restoring global biodiversity, has already assisted in developing a management plan for the new protected area. This plan emphasizes bio-security, wildlife conservation, and eco-tourism. ■



Redonda before the rats were eradicated. Both black rats and feral goats contributed to this rugged island becoming deformed and severely eroded. Photo in 2016 by Adam Long (British Mountaineering Council and Access Techniques Ltd).

NUMBER of
BIRD SPECIES
on **REDONDA**
increased from
9 in 2017 to
23 by 2019



Brown boobies are among the 345,000 seabirds that now nest on Dog Island. The eggs and chicks of these trusting, ground-nesting birds were especially vulnerable to rat predation. Photo by Richard Brown (Dog Island Restoration Programme).



Over a 20-fold increase
in vegetation cover and
biomass, including
hundreds of healthy
new tree saplings

Project team members on Redonda in November 2017. Showing the striking increase in vegetation cover only eight months after rats were eradicated. Many of these plants had survived in the seedbank. Photo by Shanna Challenger (Redonda Restoration Programme).

Even at the height of the dry season, the area of substrate covered by vegetation has increased from less than 1% to more than 50%, helping to curb soil erosion and damage to the surrounding reefs.



Rattus rattus feeding on an endangered Redonda ground lizard (*Pholidoscelis atratus*). Black rats can reach record densities on islands and prey heavily on plants and animals alike. Photo by Tom Aveling (Environmental Awareness Group and Fauna & Flora International).

10g Terad Blox in Costa Rica

Terad₃

TERAD₃ BLOX, Bell's highly weatherable Vitamin D₃, is now available to purchase in Costa Rica. After years of researching the most effective formulation for housing this unique active ingredient, Bell scientists have found the perfect match - a denser, tightly compacted 10g extruded BLOX with outstanding durability, palatability, and weatherability. Incorporating an advanced preservation system, TERAD₃ BLOX is mold and moisture resistant. Its high melting point keeps the blox intact in temperatures as high as 200 degrees F. TERAD₃ BLOX with Vitamin D₃ kills anticoagulant-resistant rats and mice. With BLOX, bait translocation is also reduced.

"This is the first TERAD₃ registration in Central America and

KIWA Compatible



it will be used for mostly pineapple and sugar cane crops", says Andrés Pizarro, Latin América Business Manager. "Costa Rica is a very high producer of organic products, making TERAD₃ the only choice for rodent control. The use of organic products is a trend in several Latin American countries, so this just shows Bell Laboratories' commitment to leading the market. And this is just the beginning! Having Costa Rica is the first step, we expect to have TERAD₃ registration issued in other countries soon. The 2020 LATAM business focus is the Agriculture arena, so TERAD₃ will be a great tool for success achievement. I cannot wait to start the field work with key customers in Costa Rica!" ■

