

Cadet continued from front page

accept it. Second, we didn't want to worry about the potential for secondary poisoning. This is important to our success at McDonald Pest Control. It's not good enough to simply eliminate the pest. We want to do what's best for our community."

McDonald made a point to highlight CADET's resealable 4-lb. bags. An alternative to the bait's 18-lb. pail, the 4-lb. bag can easily be carried around on job sites, or even clipped to a belt.

"We just introduced the CADET bags to our team, and everyone likes the convenience," he said.

Going forward, McDonald will continue to use CADET All-Weather BLOX to solve rodent infestations in his community.

"We are happy with CADET! We're excited to keep using it to protect our friends and neighbors," he concluded. ■

How does CADET work?

CADET's active ingredient, cholecalciferol (vitamin D₃), causes the overabsorption of calcium and takes calcium from the target's bones. Calcium then builds up in the target's blood, leading to organ failure and death.



THE BELL REPORT

North American Edition

VOLUME 45 | NUMBER 1 | JANUARY - MARCH 2026

"We've had 100% bait acceptance" CADET finds success in Tampa, Florida



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Since CADET All-Weather BLOX released in spring 2024, it has proven to be a vital tool for pest management professionals (PMPs) across America. CADET is Bell's premier cholecalciferol (vitamin D₃) rodenticide and is formulated for maximum palatability. After over a year on the market, one early adopter is coming forward to support that claim.

Patrick McDonald, owner and operator of McDonald Pest Control, began trialing CADET shortly after its launch. He has served the greater Tampa metro area for nearly 30 years and was excited to see a palatable vitamin D₃ bait make its debut.

In the beginning, McDonald did have one concern.

"As a pest management professional, we need to have confidence in bait acceptance," he said. "If rodents don't eat the bait, we can't do our job."

This is because, compared to other baits, cholecalciferol baits need to use significantly more active ingredient to be effective. For example, CADET uses 0.075% active, while Bell's bromadiolone bait CONTRAC uses 0.005%. However, in McDonald's first test, CADET exceeded all expectations.

"We had 100% bait acceptance in our trial," he said. "Favorable results like that make

us feel secure and confident that rats will take the bait. We saw CADET knockdown rat infestations in no time at all."

Now, McDonald uses CADET at all commercial and residential accounts – and sees success across the board.

As the regulatory environment around rodenticides continues to change, access to acute rodenticides like CADET only serves to benefit the pest control industry. McDonald said that CADET checked two important boxes in what he was looking for in a bait.

"We were looking for two things. First, we needed to be confident rodents would

DID YOU KNOW?

Moles are voracious eaters, consuming up to 100% of their body weight every day. They tunnel over 100 ft. daily to find earthworms, grubs, and larvae.



Above: Patrick McDonald, owner and operator of McDonald Pest Control, has been serving the greater Tampa metro area since 1999.



Bell joins partners at international island conservation conference



Above: One major topic at the conference was sharing information, such as what went into successful eradication projects, along with standardizing language to discuss conservation projects.

An important part of Bell's mission is preserving vulnerable ecosystems around the world by supporting island conservation and restoration. Invasive rodents have already driven 75 species extinct worldwide, including many island species. This is why Bell is proud to work with non-profit and government agency partners to restore island ecosystems. While Bell manufactures the bait to help eradicate invasive rodents, these partners handle the logistics of eradication projects.

Bell's Asia Pacific Business Manager Samuel Wood recently had the opportunity to engage more deeply with island conservation work when he represented Bell at the Island Invasives conference. Hosted by New Zealand's University of Auckland, the conference celebrated its 25th year of improving island biodiversity by sharing knowledge through workshops and meetings.

When Wood arrived, he noticed two things immediately.

"I was surrounded by very, very smart people," he said. "Along with that, they really care about what they do. It's hard not to get caught up in their enthusiasm."

Wood was especially struck by the passion of Chad Hanson, the Director for Conservation Planning for the non-profit Island Conservation. Bell works closely with the Island Conservation team, but it was Wood's first time meeting Hanson.

"Chad was very welcoming immediately, and we ended up talking for three hours" he said. "He explained how watching helicopters take off with bait for the first time, after years of planning, was like seeing your child for the first time. Listening to that gave me goosebumps."

The goodwill between Bell and conservationists goes both ways. Wood shared how everyone he met at the conference recognized the work Bell does.

"Bell is deeply embedded in island conservation, and people were pleased that we were there," he said. "One man from the Galápagos National Park approached me and thanked me for all of the support we've given them."

Hanson said the conference was one of the most anticipated moments for the rapidly expanding, international conservation community to finally meet in person.

"With a decade often passing between sessions, it is great to hear new voices and connect with old colleagues. You experience an energy that reminds you that conservation is about people and about what we can achieve with dedication and the courage to walk paths often untraveled," he said. "This year also highlighted the importance of long standing and unique commercial partners like Bell Laboratories, whose commitment to conservation continues to set them apart."

Hanson said Wood attending was a fantastic opportunity to see the scale of conservation happening around the world and have deep conversations about how Bell can help magnify the movement's impact.

Thanks to passionate, hard-working conservationists, Bell continues to make a difference by producing high-quality baits to eradicate invasive rodents around the world. This improves the lives of the people living on the islands, tourism industries, and helps restore endangered and threatened species to their rightful place. ■

1. *Invasive predators and global biodiversity loss*, Tim Doherty et al.

THE WAR ON RATS

For as long as we've lived together, humanity has been at war with rats. However, large-scale efforts to get rid of these pests – often referred to as 'wars on rats' – only began within the last one hundred years or so. Often led by local or federal government, these campaigns strive to eradicate infesting rats, ideally, once and for all.

Unfortunately, it's not that easy. Victory over rats is short-lived in most cases, with the pests returning just as strong as they were before. To investigate why these wars aren't more successful, researchers have reviewed over 4,000 global publications to see what can be done.

In *Reconsidering the "War on Rats": What We Know From Over a Century of Research Into Municipal Rat Management*, its researchers share something all PMPs already know: rats are a challenging target. They can thrive almost anywhere, they're highly mobile, and they breed, a lot. These traits make rats especially difficult to control in urban environments. Even after a successful pest management program, rat populations often rebound. The researchers liken this to using a bucket to bail out a sinking boat, or "farming" – as if the program "harvests" rats then waits for them to regrow.

These programs can fail for several reasons, the first of which is the narrow focus

of simply killing rats. While the programs can make efforts to improve efficiency and affordability, without addressing the complex issues that lead to infestations, the program will simply become another 'farming' exercise.

Other drivers of failure are a lack of public interest and funds. Controlling rodents at a city-wide – or even national – scale requires political, social, and financial buy-in. Look at other successful, large-scale rodent control programs, like Alberta, Canada's, federal rat control program. What makes it stand apart is support from local communities, not just PMPs.

The researchers say the most effective programs find success by focusing on proactive rodent control and addressing rodent access to food, waste and harborage. This involves metropolitan design and sanitation restructuring, along with identifying how to benefit the most people at one time. For example, should there be a yearly rat hunt in a particular neighborhood, or instead changes to that neighborhood's waste management? The researchers say the correct answer is the latter.

At the end of the day, waging "war" on rats is too short-sighted. True victory is achieved through incremental improvements to infrastructure, supported by proactive rodent monitoring and control. ■



Since the dawn of time, humanity has been waging war on rats. However, large-scale eradication programs began fairly recently. Here are just a few noteworthy campaigns.

- **1917**
Boston Women's Municipal League organizes rat eradication campaign
- **1921**
New York City Health Department begins 'anti-rat campaign'
- **1950**
Alberta, Canada, launches province-wide rat prevention plan and has been effectively rat-free ever since
- **1994**
Chicago (IL) starts Dumpster Task Force to remove rat food sources
- **1997**
NYC declares first 'War on Rats'
- **2016**
Baltimore Co. (MD) residents push for county pest control
- **2023**
NYC hires 'Rat Czar' to address rodent problems in the city
- **2025**
NYC 'Rat Czar' steps down
- **2026**
Ada Co. (ID) lawmakers fight for legislation against roof rats

CONSERVATION ON A GLOBAL SCALE: A GALÁPAGOS STORY

After 10 years of hard work by Bell and its non-profit partner Island Conservation, the Galápagos Islands are finally breaking free from invasive rodents.

Watch the video to see how! →

KNOW YOUR TARGET: Mole, Vole and Gopher burrows

MOLE

6 - 12"

Conical mound with open center hole (2")

VOLE

1 - 1.5"

Circular, clean cut holes in groups of 4-5

GOPHER

2.5-3.5"

1-2"

Crescent-shaped mound with depression in center

RATS are coming!

ALBERTA

the only **RAT-FREE** Area in North America

Above: 1950's poster commissioned by the Government of Alberta to drive public support for a War on Rats. (Provincial Archives of Alberta)