

“The places where predators chewed the chew cards are the best places to put the traps,” the trust wrote in its school guide.

The trust recommends using Bell’s Trapper T-Rex snap trap in a wooden box as a humane way to deal with invasive rats.

Ongoing monitoring will help students know if their rodent control plan is working. For example, fewer gnawed chew cards show the rodents frequenting the area have been eliminated. Another way to track improvement is by taking regular bird counts.

The trust says seeing more young fantails, a songbird known to the Māori as the pīwakawaka, is a great indicator of rodent control.

In 2021, the New Zealand government gave an update on the project, stating the progress was “promising.” Since Predator Free 2050 began, over 88,000 rats have been eliminated – and that number has only grown in the years since the update.

The fight for a predator-free New Zealand is a collective one – bringing together indigenous peoples, students, conservationists, and the average person – to eradicate these pests and preserve the island’s unique wildlife.

“We’ve proven in many parts of the country that when we remove or manage predators, nature comes back,” the New Zealand Department of Conservation wrote. “Even



A chew card sold by Predator Free New Zealand

individual actions help nature. If we all play a part in support of this common cause, the difference will be even greater, more visible and lasting.” ■



THE BELL REPORT

International Edition

VOLUME 27 | NUMBER 2 | APRIL - JUNE 2024

DID YOU KNOW?



Rodents are the most prolific hosts of the bubonic plague. Because many rodents are commensal, infected populations can quickly spread the disease to humans through vector pests like fleas.

This is why controlling rodent populations is essential to protect the health from this archaic and deadly disease.

The plague has a fatality rate of 30-100% if left untreated, according to the World Health Organization.



New Zealand students look inside a tracking tunnel / Photo credit: Predator Free New Zealand



Young New Zealand Fantails are a good indicator of successful rodent control

New Zealand kids join fight for a rat free future

New Zealand set an ambitious conservation goal back in 2016: the nation will be predator free by 2050. The New Zealand government plans to purge three destructive predators from the island: mustelids, possums, and rats.

Rodents alone have driven 75 species extinct worldwide, and this damage is especially notable in island ecosystems. New Zealand has no native land predators, so invasive rodents run rampant while devastating native animal populations.

Already, one in three of the island’s native species are at risk of extinction, and some species would go extinct in two human generations without predator control. One of these at-risk animals is the same one New Zealanders call themselves after: the kiwi.

This is why the entire country began Predator Free 2050, and one organization is getting kids involved.

Predator Free New Zealand Trust is an independent trust that acts as a one-stop

shop for guides, product, and other pest control resources. A particular focus it has is helping any teacher turn their class into a pest control team, encouraging kids to participate in whatever way they feel comfortable because every little bit helps.

As the class starts their rodent control plan, the first step is identifying a goal. While the underlying goal is to eliminate pests, the trust suggests making goals more tangible. The goal could be making the grounds safer for lizards or getting rid of the rat that lives in the compost bin. Once control is achieved, the kids will see immediate results and understand the importance of rodent control.

Like pest control professionals, the children then need to identify rodent hotspots, which they do by looking for rodent signs. Beyond the usual signs like droppings and sebum marks, kids are using chew cards – corrugated plastic cards with a lure – and tracking tunnels, which capture high definition “stamps” of the predator’s foot.



Above: Predator Free NZ recommends using Bell’s Trapper T-Rex snap traps.

Address Service Requested

www.belllabs.com

6551 NORTH TOWNE RD., WINDSOR, WI 53598



Rodent allergies are driving up asthma diagnoses, study says



Between 10 and 18% of people have asthma, making it one of the most prevalent chronic, non-communicable diseases on Earth. The Global Asthma Report estimates asthma accounts for more than 1,000 deaths every day. Beyond its health impacts, the disease is a major economic burden.

This is because rodents spread allergens everywhere they go. Rodents excrete large amounts of allergenic proteins in their urine along with other allergens in their hair and dander. These small particles are easily picked up by air currents and can linger in homes for months before clearing.

According to the study, one of the best ways to eliminate rodent allergens is by eliminating their source with proper pest control.

The researchers state that integrated pest management strategies – like baiting, trapping, and exclusion – reduce allergen levels by at least 75%. In one specific study, over 350 homes serviced with IPM practices had a 90% reduction in mouse allergen and children were hospitalized less often. ■

Asthma costs the U.K. public sector an estimated £1.1 billion every year.

“Strong and graded associations between level of asthma severity and all-cause hospital care use and costs in the UK” by Anya Jacobs et al.



Now, there’s growing evidence that asthma – especially severe asthma – is caused by allergies. One study out of Ho Chi Minh City, Vietnam, states rodent allergies are a main reason asthma diagnoses are on the rise.

“Environmental Allergen Reduction in Asthma Management: An Overview” by Duy Le Pham et al

‘Rat bites and chronic asthma’: schools on frontline of UK housing crisis



In April 2024, The Guardian reported many children living in Lewisham, U.K., were struggling to attend school because of chronic asthma and rat bites.



A FRESH LOOK with new features



Bell’s website got an upgrade with you in mind!

The update is primarily visual, but the new look gave us a chance to streamline the user experience. It features instant access to specimen labels, new rodent control content, and easier navigation.

Additionally, the website now identifies the country you log in from via your internet connection. This allows us to quickly connect you to country-specific resources, like your area’s distributors and Bell representatives.

Take a look at what’s new by visiting BellLabs.com or by scanning the QR code below. ■



ENGLAND TRADESHOW CIRCUIT

Bell representatives Michael Sims and Shyam Lakhani kept busy in the United Kingdom in the spring. They attended several events run by Killgerm, a leading pest control company in Europe.

REIGATE

In London’s south, Sims — Bell’s UK, ROI, Middle East and Sub-Sahara Africa Regional Manager — attended a workshop where technicians and representatives spoke with pest control suppliers. Questions about glue traps dominated the discussion because the traps will be banned in July for anyone without a license. Sims said it was “great to be able to guide technicians toward alternatives in the market.”



Above: Bell’s booth at Killgerm workshop

OSSET

Killgerm’s Osset office hosted its first-ever AI day. Aimed at total beginners, the course helped pest control business owners better understand how they can use AI to do better business and stay ahead of their competition. Lakhani, who represents northern and eastern Europe, enjoyed the event and wants to see more like it in his territories.



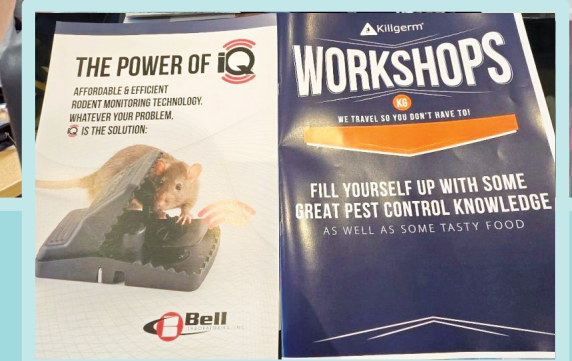
Above: Pest control technicians attending Killgerm’s AI workshop

BIRMINGHAM

The focus of the Birmingham event was to engage with the attending suppliers. The discussion revolved around one primary question: “What is the future of pest control?”

“The main feedback was that pest control is heading in a highly restrictive direction,” Sims said.

New technology can help combat some of these regulations.



Right: Killgerm hosts a variety of workshops across the United Kingdom.

GETTING STARTED WITH iQ IN 1-2-3-4

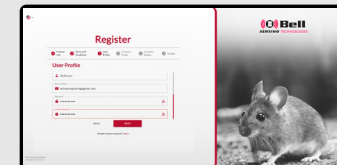
iQ makes leveling up your integrated pest management strategy easy

GET STARTED IN 4 EASY STEPS

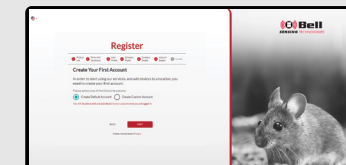
1 Click on **CUSTOMER LOG IN** button in top right hand corner



2 Click **Don't have an account? Register**



3 Create your first account the site where iQ devices will be used)



4 Check your email for verification link

