

pest

The independent UK pest management magazine

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Issue 25
January & February 2013

Measuring the mood
of the industry



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urban foxes?



Green movement
turns fifty



Rimini calling –
first event of 2013





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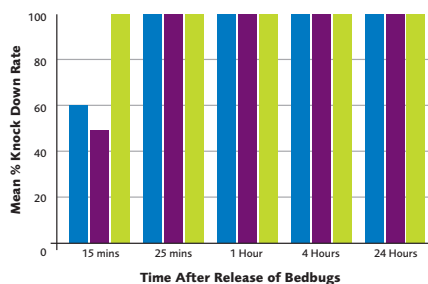
LABORATORY TESTS

The following test results detail the efficacy of Phobi Dose on three types of surfaces. Phobi Dose was sprayed on each surface and left to dry before bedbugs were released. The first graph details results immediately after treatment – the second shows results 14 days after treatment when bedbugs were re released.

■ Textile (ie carpet) ■ Plywood ■ Ceramic Tiles

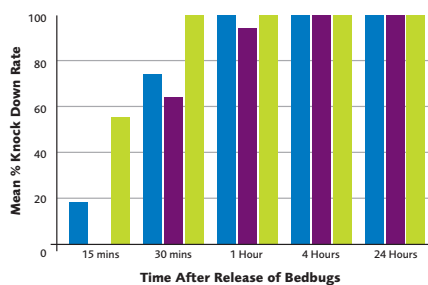
Trial at Day 0

Knock down speed of all bedbugs after treatment.



Trial at Day 14

Knock down speed of all bedbugs 14 days after treatment.

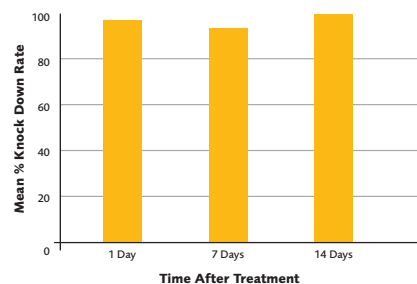


FIELD TEST

5 separate apartments were treated independently within a multi storey block of flats. 5 apartments in the same block were untreated to act as a control. Bedbug infestations averaged medium to high in each apartment.

The graph shows the average control in all 5 apartments within 14 days from the initial treatment.

■ Phobi Dose



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Editorial contacts:

Editor & publisher: **Frances McKim**

Associate editor & publisher: **Helen Riby**



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Dr Moray Anderson	Clive Boase
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Aims

As the industry's only independent magazine, **Pest** aims to deliver a mix of unbiased news, impartial advice and topical technical features. We are committed to being as inclusive as possible covering every sector of the pest management industry.

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Email: editor@pestmagazine.co.uk

Tel: 01509 233219

Or write to us at:

Pest, Foxhill, Stanford on Soar,
Loughborough, Leicestershire LE12 5PZ
We'd love to hear from you.

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Your opinion counts...

You can never tell what's around the next corner. Last spring we were all set for a drought and the water companies started dusting-down the stand pipes. Then what happened? It just never stopped raining and some poor souls have been flooded-out, several times.

One thing that is certain – the pests we all do battle with on a daily basis are masters of survival strategy. If it's wet, the rats move indoors – good news – but, the less said about what happened to the wasps last year, the better!

But now is the chance for our readers at the sharp-end to tell us what they think is going to happen. **Pest**, with BASF Pest Control Solutions, is about to canvas your opinions in our third National UK Pest Management survey – see page 9.

The invitation to participate will arrive in your email and it is quick and easy to complete online. Unlike several of the other surveys (see pages 10 & 11 of this issue to see who else does what), it aims to assess your mood. Do you feel positive or negative about the future? Please take a few minutes to let us know how you are feeling. Your opinion really does count.

Frances McKim

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New face at Bell Labs

Martin Kuffel joined Bell Laboratories in January as the company's new Northern European manager.

He will be based in Berlin. Martin is fluent in German, Polish and English and will manage Bell's professional pest control and agricultural business throughout Austria, Belgium, Germany, Poland, Switzerland and The Netherlands.

Born in Germany, Martin earned a Bachelor of Arts degree in international business from HTW Berlin-University of Applied Sciences in 2010.

He is currently finishing a Master of Science degree in international business from Aarhus School of Business in Denmark. Until joining Bell, Martin worked for Bayer HealthCare Pharmaceuticals.

USA appointments

Just after Christmas, the National Pest Management Association (NPMA) in the USA announced the appointment of Bob Rosenberg to the position of executive vice president. Bob was named the organisation's acting leader in October, following the resignation of Rob Lederer, who served at the helm for 17 years.

Meanwhile, it has been announced that Rob Lederer, has been appointed the first-ever executive director of the Electronic Industry Citizenship Coalition (EICC). The EICC is a coalition of the world's leading electronics companies working together to improve efficiency and social, ethical, and environmental responsibility in the global supply chain

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Enterprise award for young entrepreneur



Peter Higgs from Ewhurst in Surrey can justifiably feel proud of what he has achieved. And his success at setting-up his own pest control company – PGH Pest Control & Prevention – was recognised when he was awarded top place in the Royal Bank of Scotland's Enterprise award for London and the South East. The award was made as part of the Prince's Trust and Samsung Celebrate Success awards.

24-year-old Peter didn't have a very auspicious start in life moving between numerous children's homes, boarding schools and secure units and he left school without basic communication and numeracy skills. But he enrolled on the Prince's Trust Enterprise programme designed for young people interested in realising their business potential. Peter explained: "I learnt a lot, from marketing to accounting, and it was great to see other young people in the same situation with similar aspirations."

Peter's business has since massively exceeded all financial targets. He now goes forward to the national finals which are to be held in London in March.

Micron Group re-branded



As part of its strategy to enhance the perception of the Group, Herefordshire-based Micron Group has undergone a complete re-branding exercise. This has involved a change in trading name, standardising on product colourways and revising the individual product names. In addition, as of January 2013, Micron's three companies: Micron Sprayers Ltd; Micronair Ltd and Enviromist Industries Pty will be trading as the Micron Group.

Commenting on the rebrand, Ausra Landey, group marketing manager said: "Since Micron's inception in 1954, the company has grown from a small local company to one of the world's leading manufacturers, servicing a wide range of industries and their varying requirements. We believe that by implementing these branding changes and simplifying our branding structure, we will be able to strengthen our global brand and make our products clearer to the end user."

Is this a first? And is it a good omen?

Driving home on 18 January, Peter Moore of APC Solutions from Gloucestershire was staggered to see a wasp crawling up the inside of his car window. "I was amazed," said Peter. "It was very slow and didn't survive long. But, let's just hope it's a good omen for the 2013 season. We certainly need it after last year." Fingers crossed then Peter!

New MD at DRE Pest Control

DRE Pest Control based in Swavesey, Cambridge is pleased to announce the appointment of Jenny Humphrey as managing director. Jenny has been a director of DRE Pest Control since 1999 and is honorary treasurer of the British Pest Control Association (BCPA). Former managing director, Andrew Gibbins, appointed in 2004, handed-over responsibility to Jenny on 1 January 2013. She will be responsible for the strategic management of the company.

"I am immensely proud to be taking over as managing director for DRE Pest Control," says Jenny. "My father, David Ellington, founded the family business almost 40 years ago and I believe that now is the right time for me to drive the business forward into an exciting new phase of growth."



Russell IPM celebrates a second Queen's Award



Russell IPM's achievement of its second Queen's Award, this time for Innovation, was officially recognised at a special gathering at Northrop Hall Country House Hotel near Queensferry, North Wales on Friday 21 December. The event was attended by employees and guests who heard the Vice Lord-Lieutenant of Clwyd, Mr Lloyd FitzHugh, read the official citation and then present company directors Dr Shakir Al-Zaidi and Diana Al-Zaidi with the commemorative crystal bowl.

Mr FitzHugh said it was a huge honour, privilege and delight to present the Award and that it was an amazing achievement to win two years running.

Responding for Russell IPM, Diana Al-Zaidi underlined the hard work that had gone in across the board – "It was a huge team effort," she said. "Thank you, thank you, thank you!"

Explaining how for the past five years Russell IPM has re-invested 25% of its annual profits in R&D, Shakir added: "This award didn't come cheap or easy." He too emphasised the importance of teamwork and recognised the efforts made by all employees. He concluded: "The bottom line is that to survive in this business climate requires innovation, innovation and more innovation. We have to re-invent ourselves every single day."

Extra stands needed for PestEx

Following a complete sell-out of exhibition space, BPCA has had to work with the exhibition hall to arrange for extra stands to meet exhibitor demand. PestEx 2013, which takes place on 10 & 11 April at the ExCel Centre in London Docklands, now looks likely to be the biggest ever UK exhibition.



BPCA chief executive, Simon Forrester, commented: "To be honest we've been slightly caught out by demand for exhibition stands. Manufacturers from across the globe clearly see PestEx as the place to launch new products and servicing companies know they can pick up details on all the key innovations, research and best practice. With this increase in exhibitor numbers, the much anticipated technical and business seminar programmes and the explosion of visitor bookings that we've received, PestEx 2013 will well and truly be the largest ever UK exhibition."

Hockley celebrates excellence

Stockport-based manufacturer and exporter of pest control products, Hockley International, received a Special Commendation at the 2012 International Trade Awards held at The Brewery in London on 10 December 2012.

Now entering their fifth year, these Awards, sponsored by American Express Foreign Exchange Services, are the only UK-wide business awards to exclusively recognise excellence among the UK's exporters and importers.

Minister of State for Trade and

Investment, Lord Green, who introduced the gala lunch and awards, said: "Exporting is 'not just good for Britain', but that it is 'essential for Britain.'"

Frank Howard, managing director of Hockley International said: "It's great for an SME like us to be recognised for the contribution we make to the UK's export sales. We are certainly doing our bit to help increase exports from the North West to Africa and Latin America in line with UKTI's current strategy."



Frank Howard (left) receives the award from Alan Stevens, social media & PR expert

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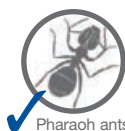
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Wildlife Crime Unit secure for another year



On 24 January, the Home Office and Defra announced that they had committed £136,000 each for the next financial year, so securing the future of the Wildlife Crime Unit (NWCU). The current funding arrangement was due to run out at the end of March. However, no decisions have been taken about financing the unit beyond 31 March 2014.

The NWCU is jointly funded by the Home Office and Defra, with other contributions coming from the Association of Chief Police Officers (ACPO), ACPO Scotland, the Scottish Government and the Northern Ireland Environment Agency.

The NWCU leads the fight against serious and organised wildlife crime such as bird of prey persecution across the UK. The strategic unit collates intelligence and provides specialist skills and expertise to enforcement agencies including the Police and UK Border Agency.

RSPB reveal decline in bird poisoning incidents

If justification is needed for the Wildlife Crime Unit, look no further than the figures reported last autumn by the Royal Society for the Protection of Birds (RSPB) in their Birdcrime 2011 report.

Fatalities caused by poisoning and poisoned baits fell to 100 cases, compared with 196 five years earlier. There were 52 incidents where abuse of a pesticide was reported – carbofuran (illegal since 2001) being the poison of choice. Of these 52 incidents, 14 were confirmed cases of birds of prey containing second-generation anticoagulant rodenticides.

Changes in General Licences

It was announced by Scottish Natural Heritage (SNH) that a number of changes have been made to the Scottish General Licences for 2013. Among the main decisions and changes for 2013 are:

- Non-native Canada geese will be added to General Licences 1, 2 and 3, which will allow lethal control methods to be used all year round.
- Non-native ruddy duck will be added to General Licence 1, allowing year-round lethal control methods to support efforts to eradicate this species from the UK.
- Traps permitted under General Licences 1 to 4 will be clarified, including authorisation to use 'clam-type' traps. 'By hand' will be included as a method of despatch.

There are no significant changes to the licences for England, Wales or Northern Ireland.

Customer service excellence recognised

At the the Perthshire Chamber of Commerce Business Star awards evening at the end of 2012, Graham Environmental Services won the Excellence in Customer Service award and also gained a highly commendable runners-up spot in the Perthshire Business of the Year 2012 competition.

Managing director Ross Graham commented: "Winning these awards, when over 600 companies entered, was beyond our wildest expectations. It's a tremendous boost to the company. We are

delighted that we were able to make such an impression on the judges through our submission and also during their visit to our premises. As Graham Environmental Services, we not only offer a full range of pest control services, but we now also provide washroom services, fire extinguisher servicing, kitchen deep cleaning/canopy cleaning, grease trap emptying, house clearances and PAT testing. The awards process gave me the opportunity to reflect on how our company has been performing and how we have been able to give back to the local community. We took an enormous amount of pride in learning that we had contributed over £75,000 to several charities over the past three years."



Ross Graham, (centre right) receives the award from MSP John Swinney, surrounded by company directors and managers

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OCS celebrates contracts won

Total facilities management company OCS has won around £1.5 million worth of pest control work with a number of public and private sector clients. Three of these contracts are in the local authority sector. They are: a two-year contract with the London Borough of Richmond for pest control services across its corporate estate, including schools; a five-year relationship with the London Borough of Redbridge and a three year contract with Shepway, Dover and Thanet. Both of these latter two are for reactive pest control services for borough residents.

Commercial contracts include Travis Perkins with a one-year rolling contract for national pest control planned maintenance service to all their sites and brands, including Travis Perkins, BSS and Wickes. The contract also has a reactive element against birds such as pigeons and gulls. Finally, for Blockbuster Entertainment, OCS will provide planned preventative pest control services to over 250 stores across the UK, plus a reactive service to additional sites when required, in a one-year rolling contract.

Facebook fans raise funds for charity



Surrey-based Cleankill Environmental Services and its Facebook fans have raised £50 for a leading children's charity. Cleankill pledged to donate to the charity 10 pence for every new social media fan it got during December 2012.

The beneficiary was The Children's Trust, Tadworth, who Cleankill has been working with for ten years. The Trust's Jenna Hawker was thrilled to accept the cheque. She said: "Cleankill has always been a great supporter of the Trust, not just in their fundraising but also through their efforts to keep our premises pest free."

The Children's Trust, Tadworth, is a national charity working with children from across the UK who have acquired brain injury, multiple disabilities and complex health needs. The charity is based on a 24-acre site in Tadworth.

CEPA votes for company status

The Confederation of European Pest Management Associations (CEPA) is to become a fully-fledged 'Not-for-Profit' organisation under Belgian law.

The move received unanimous backing at an Extraordinary General Assembly, which took place in Brussels on 5 February 2013.

The change is needed to allow CEPA to implement the European (CEN) Standard for Pest Management Services (see page 27), which will be launched next year.

Representatives from CEPA's five biggest national associations (France, Germany, Italy, Spain and the UK) as well as Belgium and the Netherlands, CEPA's original founders, signed the incorporation papers.

P + L Systems acquires Pest-Stop business

It was announced on 2 January 2013 that the brand assets and business of Pest-Stop, owned by Procter Brothers of Garforth, had been acquired by P+L Systems of Knaresborough. The Pest-Stop brand includes the famous Little Nipper mouse trap, which is one of the longest standing names in the UK.

Commenting on the acquisition, P+L Systems' Peter Mangion, said: "We are delighted to be adding the Pest-Stop brand to our increasing portfolio. Pest-Stop has enjoyed strong growth in recent years through a combination of traditional pest control products, supported by innovative new products in the range."

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Pest Free Home sold

On 1 February Xenex Associates concluded the sale of its online pest control products web shop to the holding company, Worldwide Sales Ltd, for an undisclosed sum. Xenex business director, Rob Fryatt said: "Owning and managing Pest Free Home has allowed us to gain both consumer insight plus an understanding of the dynamics of social media in a retail environment. However, our core business is in the B2B market and this is where we are investing for continued growth."

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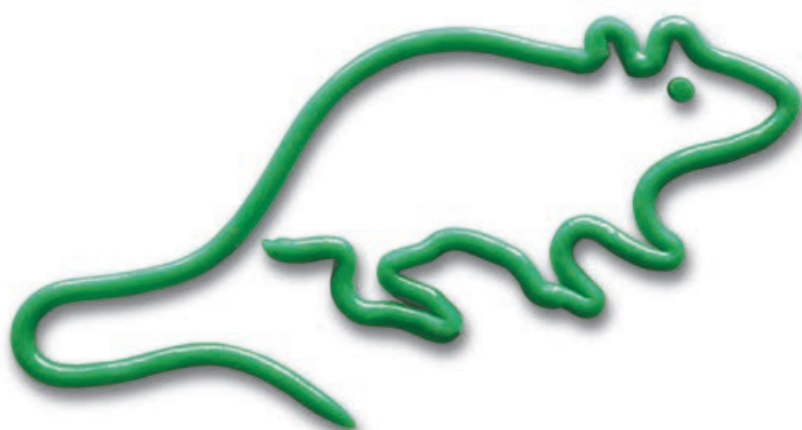
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Industry ups & downs



Time to take part in the National UK Pest Management Survey 2013

BASF Pest Control Solutions has again teamed up with **Pest** to conduct a 'state of the nation' survey, mapping the mood of the UK pest management industry at the beginning of 2013.

The BASF/**Pest** online survey is to be repeated in 2013. Links to the questionnaire will be sent out by email on Monday 25 February. So, if you're at the sharp-end of UK pest control please keep an eye on your in-box and make the most of your chance to tell us how you think the industry is performing.

"We've taken the opportunity to simplify a few of the questions in this year's survey," explains **Pest** associate editor Helen Riby. "We're conscious that our readers are busy people and we were concerned that the questionnaire might be getting a bit too long," she adds.

"For example in the 2013 survey we are asking you simply to say whether your work to control rats, mice, bed bugs, wasps etc has 'increased', 'stayed the same' or 'decreased' compared with the previous year."

Simpler & quicker to complete

The section dealing with where pest control work is conducted has also been simplified. "We now only ask for the rough split between 'domestic', 'farm' and other 'commercial' work. Previously we had asked you to split the commercial activity into its various sub-sections e.g. schools, factories, restaurants, warehouses and so on."

One of the most important parts of the survey is to canvass your views on future prospects for the industry over the short (one-year) and medium (five-year) term. As the table above shows, the findings have so far revealed that the private sector (companies and the self-employed) are remarkably positive about the future, although the local authority sector is understandably less buoyant.

Will that trend be continued in 2013?

The email invitation to participate in the 2013 survey will go to all **Pest** readers who have supplied an email address and are registered as owners, managers technicians or field

How do you see the prospects for your pest control work over the next five years?

	Private companies & self-employed		Local authorities	
	2011	2012	2011	2012
Good or very good	77%	77.5%	28%	28%
Neither good nor poor	19%	18%	48%	45%
Very poor or poor	4%	4.5%	24%	27%

Source: BASF/**Pest** National UK Pest Management Survey 2011 & 2012

biologists working in a local authority, private company or as a self-employed pest controller.

Not on our email list? You can still take part

But don't worry if you don't receive the email, you can still take part via our website. The link to the questionnaire will be included in the news story about the 2013 survey.

The results will be useful to everyone in the UK pest management sector. They allow individuals to benchmark their activities and opinions and to gain a better understanding of the industry as a whole. They also help those who lobby on behalf of the pest control sector.

Special report in our June issue

We hope to be able to present the findings during PestEx in April and for those who are unable to make that event there will be a special review in the May & June issue of **Pest** magazine.

All the information you provide will be treated as confidential and no comments will be attributed to individuals.

Don't agree with last year's findings? Then don't miss the chance to let your views be known. The more people who participate, the more reliable the findings.

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Who knows what about the pest control market?



A survey of surveys!

Pest editor Frances Mckim says she would be a wealthy woman if she'd had a £ every time someone had called to ask her what the value of the UK pest control market is and who the key players are. This prompted her to take a look at exactly what information is available. Here's her report.

Sitting in the editor's chair at **Pest** publications, I could be a wealthy woman by now if I had a pound for every time the phone rings and I get asked this particular question: "Can you tell me what the value is of the UK pest control market and who the key players are?"

To be asked the same question numerous times makes you think – there certainly seems to be a need for this sort of data. But, as those of us who have worked in the industry longer than they care to admit to will know, the straight answer to this question is – your guess is about as good as mine!

A somewhat flippant reply maybe, but, unlike other industries, there are few specific, well-established and comprehensively researched market analysis reports for the UK pest control industry to buy into.

Surveys by the industry

This lack of information has spawned a series of surveys undertaken within the industry itself, and rather like London buses, you wait a long time and then several come at once.

But being hypercritical, each of these surveys examines a particular topic, often only within a selected sector of the market, in which the surveyor has a particular interest. A classic example here is the Annual Rodent survey undertaken by the National Pest Technicians Association (NPTA). Established over 12 years ago, only the local authority sector is surveyed and rats are the only pest examined. Yet in the absence of any better data, each year the results make headline news in several of the national papers and the results obtained become hard and fast facts.

Back to the London buses! The most recent survey to be launched was undertaken by the British Pest Control Association (BPCA) last autumn. Using the powers of the Freedom of Information Act, the association requested (or should I say 'demanded') data from all 393 UK local authorities, district councils and unitary bodies on a range of key indicators concerning their pest control activities. So, again, only one sector of the UK market was included.

For a local authority with restricted resources of time and finance, this was a big ask and was it really necessary? The National Pest Advisory Panel (NPAP) which is intimately involved with the local authority sector already regularly undertakes its own, voluntary but extensive survey of pest control operations – the results of the 2012 survey are due in the near future.

At this point I can hear our detractors chorusing that **Pest** magazine has also jumped on the survey bandwagon and indeed we have. Commencing in 2011, **Pest** and BASF Pest Solutions, jointly launched the National UK Pest Management Survey.

This is undertaken annually and all sectors of the UK pest control servicing industry are consulted. The aim is to assess the mood of the industry. It provides an opportunity for those working at the sharp-end of pest control, whatever sector they are in, to express their feelings on how their organisation/business is fairing and what they feel the future might hold. See page 9 for details of this year's survey.

But, what about market value?

So far the surveys mentioned only assess trends – not finite product or market value – and this is where the pest control industry stumbles.

Virtually all industry sectors benefit from surveys and reports undertaken by market research experts. Data such as market size, market segments, key players, product usage etc are presented in detail, globally and by country. Considerable time and effort (including numerous personal and phone interviews) goes into collecting this type of data. But it then becomes the accepted industry standard with virtually all the key players in the sector being researched then buying the (often very expensive) reports.

In the pest control sector, there are two shining examples of this approach coming from Brazil (Paulo Henrique Costa) and the USA (Gary Curl of Speciality Products Consultants). Their standing and reputation is such that each manufacturer voluntarily submits its own sales data, which then goes towards a complete market report that everyone can then purchase.

Other markets not so well served

Away from these large country markets, the fundamental problems for pest control, as we know it, are the large number of fragmented and often very small family-owned servicing companies, plus the fact this market is just a small part of a very diverse sector. To distinguish it from its 'larger agrochemical brother', it is frequently referred to as 'non-crop'. This 'non-crop business' ranges from turf, timber, forestry, industrial, pest control and ornamental all the way through to consumer pest control. On a global scale, Agricultural Information Services is about the only company that, since 1992,

has researched this sector consistently, but, in 2010, its interests were acquired by American-owned GfK Kynetec. Comprehensive this report certainly is, but so is the price tag. Another company well-known in the market research world is US-based Kline. It too surveys this market, although its currently available reports tend to concentrate on one specific sector, for example global rodent control.

Financially based surveys

Press releases often drop into my email in-box promoting industry market surveys. These are usually produced by large organisations who survey every industry from cosmetics to telecommunications and computing.

Take Research and Markets for example, based in Dublin, Ireland they are (quoting from their web site) 'a leading source for international market research and market data. We hold thousands of major research publications from most of the leading publishers, consultants and analysts'. They also claim to produce 1,519,265 reports. To be honest, how much 'feel' will they have of this market sector, and how much near market data are they likely to record?

With little first-hand feel for the market, these reports fall-back on using already published data from the industry's own surveys, as mentioned above, combined with trawls through published financial data of companies in the sector. To the initiated this is dangerous, for example the larger companies, consisting of several divisions, will record data for the company as a whole, rather than by individual divisions – so blurring the information.

Perhaps the best known of these is produced by Plimsoll Publishing which describes itself as the world's leading provider of market reports and company analysis. Its pest control analysis, produced annually, covers the top 192 companies operating in the market. It is frequently used as a means of identifying possible acquisitions, to review potential companies to partner or simply to understand the key movers and shakers in today's market. To be honest, with a little perseverance, virtually all the data can be retrieved via reviews of the published accounts from Companies House.

Other organisations that claim to produce macro-type market research reports include IBISWorld, Companies & Markets and Report Linker. Unfortunately, I have never had the chance to review the reports themselves, just the press releases!

A new information resource

A new addition to the information source, which aims to fill the gap between the thorough, yet expensive surveys by the likes of GfK Kynetec and the financial-based reports is the one produced by Apex Insight. It attempts to quantify the market and historical growth rates, analyse drivers of industry growth and forecast the future of the industry.

This report also offers qualitative comment – a very important ingredient for any report reader if they are to gain a real insight into a market, over and above the bare statistics. The Apex Insight report is a useful and constructive review of the industry, but much of the industry-specific information is based on a survey undertaken across Europe by the Confederation of European Pest Control



Associations (CEPA). Views on the validity of this data are somewhat mixed, but CEPA is currently in the process of updating this data – so watch this space.

So, to conclude. Are we any the wiser? Quoting the well known phrase: 'In the land of the blind, the one-eyed man is king' the consensus of opinion is that the UK pest control products and servicing market is approaching £350 million in value, of which, the market for products alone is some ten-fold lower. It just shows how important it is to know where in the chain any survey is valuing the market. Now, that's a critical question, but one best left for another day!

Organisation	Report	Frequency	Price
Published surveys from within the industry			
Pest/BASF	National UK Pest Management Survey	Annually	Free
NPTA	National Rodent Survey	Annually	Free
BCPA	National Survey	Annually	£95 (free summary)
NPAP	Local Authority Pest Management Survey	Every 3 years (approx)	Free
CEPA	The European Pest Control Market	Every 3 years (approx)	Free
Detailed market reports			
GfK Kynetec	Global Non-Crop Market Survey	Every 3 years (approx)	£95,000 (global) £1,100 (UK only)
Apex Insight	UK Pest Control	Annually	£795
Financially-based reports			
Plimsoll Publishing	Pest Control Industry Analysis	Annually	£350
Companies & Markets	UK Pest Control: Market Insight Report	Annually	£795
Report Linker	UK Pest Control: Market Insight Report	Annually	£795
IBIS World	Disinfecting, Exterminating in the UK: Market Report	Annually	£495

Urban foxes on the agenda



© The Fox Project

Delegates with a broad range of interests came together towards the end of last year to discuss urban foxes. The Urban Fox Conference was organised by Gary Williams and Louise Summers from Urban Wildlife and held in Old Harlow, Essex. Here's a flavour of what they discussed.

Foxes have adapted well to life in towns over the last 50 years or so and they are now found across many cities in the UK. They prosper because they find plentiful food and shelter in gardens, yards and other open spaces. But problems can arise when they come into conflict with people. This is most likely to be when they start pooing in gardens or raiding rubbish bins. However there is also plenty of anecdotal evidence of foxes entering houses and, of course, there was that dreadful case in Hackney, back in 2010, when baby twins Isabella and Lola Koupparis were attacked.

So what can, or even should, be done to manage urban foxes?

Legally there are three culling options – cage trap and despatch, controlled shooting and snaring and despatch. Although the latter is a legal remedy, it is not recommended for urban areas due to the risk of catching non-targets such as pets.

Non-lethal options

Non-lethal options include various repellents but, according to pest controllers at the event, these need to be used with care. Most are based on fox urine and that can actually end up encouraging the fox to visit the garden more often to make its mark and repel what it thinks is an intruder.

Exclusion is the method favoured by Gary Williams, not that he is against shooting or trapping *per se*: "Culling individual nuisance foxes that are exhibiting abnormal behaviour is necessary," he says. "One example was at a Wolverhampton school where a fox was mugging the kids for their packed lunches. To my mind this is abnormal fox behaviour caused by ignorance in the human population – once

someone has fed a cub they've effectively signed its death warrant."

Everyone agreed that attempting to cull all the urban foxes in a specific area was a non-starter. Apart from the likely public outcry from, say, a mass shooting campaign, such a cull would only bring short-term relief with new foxes quickly coming in and taking over vacant territories.

Whilst rural foxes are clearly territorial there is an argument that urban foxes are becoming less so. Certainly territories are much smaller and foxes get used to seeing other foxes on a regular basis. They are also now very used to seeing people and they have worked out that people generally pose no threat to them, hence they are becoming bolder.

There was also agreement that trapping and relocating foxes is plain wrong. Speaker John Bryant from Humane Urban Wildlife Deterrence summed up this situation well: "Translocation is opposed by DEFRA, Natural England and wildlife protection groups such as the RSPCA on welfare grounds and because it can spread disease.

Studies have shown that taking juvenile foxes out of their own territory and releasing them results in 37% mortality within two weeks, compared with 5% of naturally dispersing foxes and that only 12 % of 'relocated' juveniles survive more than six months, compared with 61% of naturally dispersed foxes. I know of a fox transported 35 miles which returned home in 12 days."

What is abnormal behaviour?

Whilst most delegates agreed that culling nuisance individuals was the best approach, Mr Bryant raised concerns about what constitutes abnormal behaviour. He said: "Pest controllers accept that population control cannot be achieved by killing foxes, and that culling should be restricted to foxes which are behaving abnormally (eg the Hackney case). The problem is, what is abnormal?"

"Urban foxes out in daylight fifty years ago would have been regarded as abnormal and might have even triggered a rabies scare! But as more and more generations of foxes are born in urban areas, diurnal foxes are no longer 'abnormal'. Foxes entering houses is not in my opinion 'abnormal' as I get frequent calls from mid-summer to November of foxes sneaking in, and even going upstairs for a kip on a bed, or running down the garden with a shoe or handbag. This is not 'abnormal' behaviour. It is in fact normal for such an adaptable canine born into an environment filled with

human beings, which directly or indirectly are a source of much of an urban fox's diet either through poor waste management or via deliberately provided food."

He added: "I think any pest controller asked to 'remove' or 'destroy' any nuisance fox or fox family, should be duty-bound to explain the fact (as stated in DEFRA policy), that territories made vacant by culling resident foxes are rapidly colonised by new individuals."

Lack of clear advice

One problem that was identified is a lack of clear advice for the public and councils about what can and can't be done about urban foxes. According to delegate Steve Barron from London-based Pest-Go, the response from councils is variable. Some even tell the public that foxes are protected and therefore nothing can be done.

Steve has made a name for himself in fox control and had direct involvement when the Koupparis twins were attacked. He suggested that dealing with urban foxes is a specialist activity and not something that every pest control company should tackle. Trapping sounds straight forward but you still need to despatch the animal humanely and traps

must be checked regularly since once the animal is trapped it is under the control of the pest controller and therefore governed by the Animal Welfare Act 2006.

Shooting has to be done with the correct firearm – airguns are definitely not suitable for fox control.

Much of Steve's work comes in from other pest control businesses on a sub-contract basis. He said that it was a win win as they can offer a service to customers but they don't have to go to the trouble of holding the correct firearms certificates and so on.

Rodney Calvert from Natural England covered the key legal aspects of fox control whilst retired wildlife crime officer, Barry Kauffmann-Wright, outlined the role of a wildlife crime officer. He shared some of his experiences dealing with problems

associated with foxes. These mostly involved fox hunting with one particular difficulty being when foxes decided to take refuge in badger setts. He also said that a surprising number of the general public will contact their wildlife crime officer when they have problems with foxes.

Know your wildlife crime officer

Picking up on this topic Gary Williams suggested that pest controllers planning to get involved in fox control should make a point of getting to know their local wildlife crime officer. "Liaise with them, particularly if you are planning to shoot a fox," he said "Remember that reports of people with guns are treated very seriously by the police so if you don't want a helicopter of heavily armed officers interrupting your next fox job, keep them informed!"

Researchers appeal for fox carcasses

Among the delegates was Tilly Stephens from FERA (the Food and Environment Research Agency). Tilly and her colleague Kayleigh Hartley are researching into the parasites carried by foxes. To complete their work they need plenty of dead foxes. Kayleigh points out that they don't want frozen carcasses because that kills the parasites but they can arrange collection. So if you have a fox carcass to dispose of here's a great way to do so that also benefits research, call Tilly on 01904 462274 or Kayleigh on 01904 462619.



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sense and simplicity

What do you think of it so far? Rubbish!

Eric Morcambe's critique of his comedy partner Ernie Wise's ability as a playwright, "What do you think of it so far? Rubbish!" – always got a laugh. And, in this case study, it's fair to say that Dave Boniface and his house clearance team definitely needed a sense of humour!

When Dave Boniface of Campbells Pest Control in Eastbourne finally got into a private detached house in the town, he could hardly believe his eyes. Inside the rooms were filled to the height of the window sills with rubbish and the house was alive with rats.

"In fact even getting into the house posed a challenge," said Dave. "The front door would only open a matter of inches, so I had to find someone really slim to squeeze through the gap."

Once inside the extent of the problem became evident. Having been moved out for the clearance operation, the resident, an elderly man, had lived in the house alone for the last 11 years, following the death of his mother.

During this time he had become a compulsive buyer and hoarder. Every room was stacked high with piles of old magazines and shopping catalogues, but the real highlight, as far as the rats were concerned, were the endless bars of chocolate, crisps and other types of food. Every room in the house was stacked feet deep and to get upstairs you had to negotiate a very small track.

Clearing the house took Dave four days and he estimates he shifted at least five tonnes of rubbish plus a further two tonnes of old catalogues and magazines.

Once the rubbish started to subside, the rats became the real problem. "The rats had eaten holes through the walls and floor boards and there were droppings everywhere. The floors were so wet with rats' urine that the moisture started sweating out of them. It was truly incredible," explained Dave.

Initially Dave attempted to combat the rodent problem by using traps. In one room alone he set 12, but he didn't catch a single rat. So Dave turned to bait. Bell's Contrac Blox containing bromadiolone to be exact. That seemed to do the trick. Returning to the site, Dave bagged-up a total of 104 rats. From the kitchen alone he removed 56 including, to his amazement, 16 from a chest of drawers where the rats had made a nest.

In the ten years Dave has been involved with house clearances and pest control he said he had never seen anything like it. "Once we managed to clear the rubbish we discovered where the rats had been coming from. It was the drains. There was an interceptor cap missing, but no-one would have been able to spot it. I wish we'd had a TV crew with us, it would have made prime time viewing," concluded Dave.



Just getting through the door was quite an achievement



The rats had made a nest in a chest of drawers and 16 dead rats had to be removed from it



Every room, including the kitchen above, was filled with rubbish



Traps caught nothing but Bell's Contrac Blox bait did the business. A total of 104 dead rats were bagged

Let's get physical!

Whilst there may be plenty of new products about, there are very few new active substances on the horizon. At the same time regulatory authorities are introducing increasingly stringent standards for existing actives. Put all this together and, as Richard Strand of the Pest Information Consultancy explains, it may be time to take a fresh look at physical methods of pest control.

We can expect lots of new products on the market in the immediate future....but this is not necessarily the good news for pest controllers that it would seem. Most of the actives that we use have been around for many years and patents are expiring, presenting opportunities for companies perhaps not familiar to us, to join the 'formulation game' developing lots of new generic products formulated from those actives.

On the downside, the stark reality is that there are few new actives on the horizon and the regulatory authorities are insisting on ever more stringent operating standards for existing actives to remain on the market.

It has been a long time coming and may not happen tomorrow, but we also seem to be moving towards some form of regulation in the use of biocides by professionals and the

removal of certain types of product from the amateur market.

The Little Nipper Mouse-traps that I can buy today look little different from those that I was using at the beginning of my career in 1973.

All this, together with increasing concerns over secondary poisoning of wildlife and rising pressure from clients for non-chemical pest management techniques, is leading to a reappraisal of physical methods of controlling pests.

Concerns about pesticides range from uninformed but embedded opinions about the risks associated with chemicals among the general public, to a very clear understanding of the commercial impact



Traps must kill vertebrates quickly

resulting from product contamination by pesticides amongst food processors and pharmaceutical companies.

So what are the alternatives?

There is, of course, a huge catalogue of physical traps for both vertebrates and invertebrates. These generally fall into two categories – those that are designed to kill the target animal and those that are designed to catch it without necessarily killing it.

In each case legislation rears its head in the interests of target, as well as non-target pests. Traps that kill (at least those for vertebrates)



Traps kill quickly and are deemed more humane, but there is still a place for glue-boards



Live traps must be checked regularly

must do so quickly. They must also, by design or by use, discriminate in the animals that they target, with little chance of trapping something unintended.

Gone are the days of 'gin-trap' style spring traps that were set on animal runs, trapping anything that happened to pass by – more than likely, trapping, injuring and holding the animal rather than killing it. This left the animal in agony, probably slowly bleeding to death and conscious that it was vulnerable to predation with no means of defence or escape.

The truism 'Build a better mouse-trap and the world will beat a path to your door' is attributed to the American essayist, Ralph Waldo Emerson who died in 1882. Curiously this was some seven years before the invention of the familiar break-back trap!

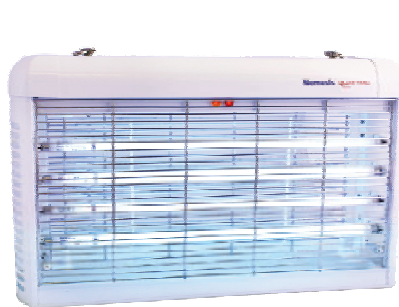
Live trapping needs thought

Likewise, thought has to be given to the live trapping of animals. The traps should be inspected regularly – at least once a day, they may need to be equipped with food and water for the captured target animal and set in locations where the trapped animals are not going to be subject to extremes of heat and cold or the possibility of drowning as a result of the trap being flooded.

The trap setter must also have a plan for disposing of animals caught in traps. It is simple to think in terms of just releasing the trapped animals somewhere else but where the animal is classified as 'non-native' (mink and even grey squirrels for example) this would be illegal. Even if it is legal to release the trapped animal – where? It could be both antisocial and inhumane.

Quite simply the pest controller may just be foisting the problem caused by the animal onto someone else or, if the animal is released at an unsuitable site it may not be able to survive.

....And then there are glue-boards! Perhaps the main problem with these is that they work! The principal issue is that trapped



The most widely used physical control for insects is the EFK. Those that incorporate glue-boards also provide useful identification data



Some insect traps also offer control but most are used for identification and monitoring

rodents are unlikely die immediately. Their humaneness is therefore questionable.

Cruelty can be reduced significantly if glue-boards are applied with thought and care, hence the industry coming together through its trade associations to promote a 'code of best practice' for their use.

Unfortunately glue-boards are so 'low tech' that anyone with a pot of glue and a piece of cardboard can fashion one, making it very difficult to prevent their frequent 're-invention' and supply to the bottom end of the retailing sector.

Notwithstanding the discipline that may be observed by professionals, untrained or unconcerned householders are unlikely to use them humanely. Should glue boards be 'let go'? With a question mark hanging over practically every other technique, the industry will hang on to these as tenaciously as a terrier with a rat! We need to protect every weapon in the locker.

Physical controls for Insects

The most widely used physical control for insects is, of course, the Electronic Flykiller (EFK). UV light is used to attract flying insects to the unit, where a killing grid kills the insects, which are retained in a catch tray to allow hygienic disposal.

When it comes to traps, the majority work on the 'catch and hold' principle.

Concerns over humaneness do not apply....yet! But it is hard to argue that cruelty is variable. I am sure that

someone, sometime will try to advance the point that 'what is sauce for the goose is sauce for the gander'!

The problem with insects of course is that control comes down to a numbers game and that whilst many, many insects may be caught in traps, it makes little impact on the population as a whole. Insect trapping therefore is much more to do with identification and analysis of where the insects are coming from and why, than about eradicating the problem.

Where do physical methods end and chemical methods start? This is not as clear-cut as it would seem. Whilst looking for alternatives when methyl bromide was being phased out, both nitrogen and carbon dioxide were explored as potential fumigants. Nitrogen, it was argued, was a physical means of control – it did not poison the animal, it deprived it of oxygen and the animal suffocated.

The reader might think that the same argument could be applied to the use of carbon dioxide as a fumigant. However an animal subject to high levels of carbon dioxide suffers from narcosis and so carbon dioxide cannot be considered to kill by physical means alone. ►►►

Both heat (far right) and cold (right) are physical methods employed to control insect pests like bed bugs and stored product insects, see page 18



One online pest control products trader has 170 products on its range, only eight of them contain pesticides!

Diatomaceous earth kills insects by abrading their cuticles and absorbing lipids and fluids causing the insects to desiccate. In the UK this is considered as a 'physical' technique, but not so in some other European countries.

Hygiene & proofing

An important part of every pest control report is the section covering 'hygiene and proofing'. In a sense both are physical methods of control and together make up what is usually referred to these days as 'environment management'.

If you remove potential food sources, prevent access to the site, hinder movement around the site or leave pests nowhere to hide from predators, then it will be unlikely that pests will ever establish themselves at a site.

This may seem idealistic but pests are there for what they can get – deny it and they will move on.

Whether you are talking about installing fly screens; anti-roosting devices for birds; bristle strip and wire wool to keep mice out or cleaning up spillages in kitchens or bars so as not to attract cockroaches or fruit flies, the principle is the same. And with such a universal principle, why start anywhere else when addressing a pest problem?

One development of 'environment management' has been the manipulation of temperature. Back in the 1970s and 1980s work was being done on the development of

heat treatment techniques for wood boring beetles and in the USA for carpenter ants and termites.

Bed bugs are not only tolerant to many insecticides but are also masters of deception, capable of secreting themselves away in places where sprays cannot reach. So their recent infestation explosion has seen the rapid rise of both deep-freezing and high temperature treatments.

Plenty of possibilities

Even with the legal constraints applying to trapping techniques there is plenty of scope for development. As far as proofing is concerned the gloves are off! There are all sorts of possibilities.

It is hard to countenance, but bird proofing as a business did not truly take off (pardon the pun) until the 1990s.

Prior to that you could get anti-perch gels easily enough, but netting or spring and wire systems had to be put together by sourcing the individual components separately to your own design.

By the 21st century distributors carried every conceivable product necessary to build out roosting sites on buildings. The last few years has also seen the development of electric shock systems for deterring birds roosting on buildings. Such systems would have been considered unacceptable just a decade ago. And, more recently, the latest introduction for bird management is 'fake fire' optical repellent gel.

Much the same has happened with fly-screening and is beginning to happen with rodent exclusion with the advent of such products as Mousemesh. For larger



Hygiene and proofing are an essential first step in pest control. Remove the food source, prevent access and it is unlikely that the pests will take-up residence



Physical deterrents for problem birds include spikes and, more recently, optical gel

mammals the internet has opened up possibilities with a number of websites offering 'bespoke' electric fence systems. The purchaser indicates the nature of the problem and the size of the area to be protected and the fence distributor puts together a kit with the correct length of wire, numbers of posts etc – the user may have to supply his/her own car battery!

Whilst we are a long way from seeing the end of pesticides as important tools for the pest controller and we may yet see a proliferation of pesticide products, the underlying trend is still downwards for the list of actives from which proprietary products will be formulated and upwards for the price!

Bright future predicted

Particularly for vertebrate control, as we are pressurised to drive-down the impact of pesticides on non-target animals and the environment, we are likely to see increasing demands on pest controllers to demonstrate both their professionalism and their ingenuity to resolve infestation problems, often using a combination of techniques.

For the enthusiastic (and I don't think enthusiasm is something we are short of in this industry) the future looks bright!

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Labelled a citizen-scientist by the media the author of *Silent Spring*, Rachel Carson

Silent Spring

A book that saved the planet, or one that held back human progress?

Fifty years ago, in September 1962, a book was published in the USA which sent shock waves through the pesticide industry – pest control included. Its title is *Silent Spring*, by Rachel Carson. But what was so shocking? And, as our headline asks was it a book that saved the planet, or one which has hindered progress? Associate editor Helen Riby reviews some of the evidence.

When I first became involved in the pesticide industry back in 1985, *Silent Spring* was already well over 20 years old and yet it was still something that people spoke about and not usually in a good way. Indeed, 1985 was something of a landmark year for pesticide regulation in the UK, being the year that the Food & Environment Protection Act was passed into law. It was under this Act that the Control of Pesticide Regulations (COPR) 1986 were made, marking a tightening of regulation on pesticide marketing, sale and use that has continued to the present day.

Environmental movement sparked

For those who haven't heard of the book, and I suspect there may be quite a few of you, it is credited with starting the environmental movement, first in the USA, followed by Europe and the rest of the world. By 1970 the book had generated sufficient political momentum that the US Environmental Protection Agency was set up. Organisations like Greenpeace and Friends of the Earth also trace their origins back to the late 1960s/early 1970s and the increasing environmental concerns of people in the developed world.

At this point I must confess that I have never actually read the book. But then with two million copies sold (even assuming each one has been read by two, three or even four people), not that many of the world's population has.

I am grateful therefore to the US magazine *PCT* (*Pest Control Technology*) for allowing me to draw on their in-depth, 10 page feature on this topic, published last September, for this article. It is from that feature that the following description of the book and its impact is taken. This section was written by structural IPM expert, Dr Al Greene from the USA's Public Building Service in Washington:

"The thrust of Carson's argument was that widespread misuse of agricultural chemicals in the USA following the end of World War II was beginning to have serious

cumulative effects throughout the eco-system, resulting in poisoned wildlife, damaged food chains and subsequent dire consequences for human health. The book called for more restraint in pesticide use and an increased implementation of biologically based control method. It was extraordinarily persuasive across a broad swath of society.

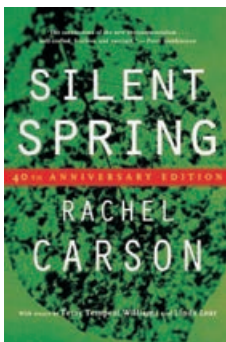
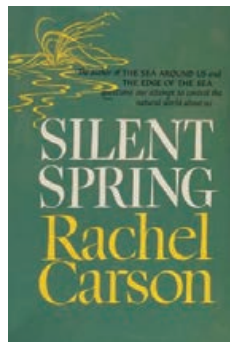
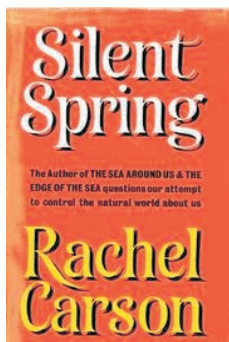
"In hindsight it had a major role in forever altering the public's uncritically optimistic perception of technological progress that had characterised the 1950s. In particular it forced the pesticide manufacturing industry and those whose livelihoods depended on its products into a remarkably poorly managed defensive position from which they have never truly recovered. Eight years after the book's publication and due in large part to the concerns it raised, the US Environmental Protection Agency was created, initiating a massive and continuing surge of regulatory initiatives at all levels of government."

Polarised opinions

The book certainly polarised opinion but, according to public health entomologist Dr Jerome Goddard from Mississippi State University, also writing in the *PCT* feature:

"The worst thing about *Silent Spring* is not what it actually says, but what people perceive it says. Some have concluded that Rachel Carson's message was that pesticides are evil in themselves – some sort of social ill that needs to be removed." This is a view which Dr Goddard sees as "misguided at best and dangerous at worst. We need to keep in mind that pesticides are public health tools," he says.

In fact a simple Internet search quickly shows that Miss Carson did not call for a ban on all pesticides, but mostly for the long-lasting



chlorinated hydrocarbons such as DDT, whose movement through the environment cannot be contained and whose residues, being fat soluble, are stored in animal tissues and recycled through food chains.

She wrote: "It is not my contention that chemical insecticides should never be used. I do contend that we have put poisonous and biologically potent chemicals indiscriminately into the hands of persons largely or wholly ignorant of their potential for harm... I contend, furthermore, that we have allowed these chemicals to be used with little or no advance investigation of their effects on soil, water, wildlife, or man himself."

So what was the immediate reaction to the publication of this book by, for want of a better description, the establishment – including the pesticide industry?

Personal attacks

In short, in an attempt to counter and diffuse the enormously persuasive case that she had built, the science in the book was heavily criticised and personal attacks were made on the author. She was labelled a 'bird lover,' 'cat lover,' 'fish lover,' 'nun of nature,' and 'priestess of nature'. She was accused of 'worrying about the death of cats, but not caring about the 10,000 people who die daily from malnutrition and starvation in the world'. Much of the personal attention focused on her being a hysterical spinster.

Again the *PCT* feature gives some insight into the reaction in the pest management industry 50 years ago. These comments by Vernon McKinzie, founder of McKinzie Pest Control and a past president of NPMA, the US pest control association, sums up the situation well:

"My first reaction was 'Another radical that the public will ignore.' That did not turn out to be the case. Instead the media jumped all over it and began quoting passages of the book as if they were solid reviewed research articles... In my opinion much of Ms Carson's 'facts' were based on opinions or inaccurate interpretation of the actual scientific facts..."

"I think everyone who relied on pesticides for their livelihood was concerned about what would follow...Our industry had real concern that the book would result in the elimination of many, if not most, of our tools that we had regularly used without any known hazards to our customers or the environment. I worried that anticipated regulations and public fear would negatively affect our business. It turned out I was wrong."

"In retrospect I think it made our industry better, because we had to be more precise in applications and had to learn more about pest habits and behaviour which resulted in the fact that we are now providing better and safer services. We became more professional."



To conclude it seems to me that the heightened awareness of the need to protect the environment and to adopt a more questioning approach to technology, which was sparked by *Silent Spring*, had an immediate positive effect.

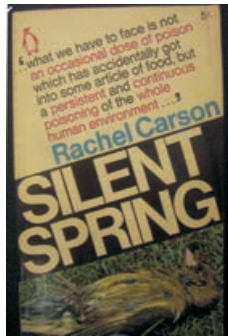
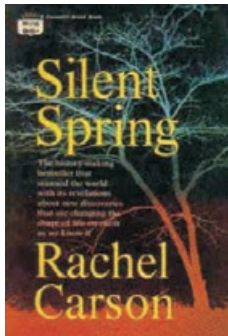
Continuing to spray pesticide willy-nilly with no thought for collateral damage was not a sensible long-term option for the planet. Without a push from the public outcry which followed the book's publication, market forces would have maintained the *status quo*. The companies and individuals involved were making a good living and had no incentive to change their ways.

Has the pendulum swung too far?

What followed in the 70s and 80s was a sea change in everything to do with pesticides – how they are researched, manufactured, sold and used. The industry has responded magnificently to the challenges of meeting the many regulations that have followed and has found ways to protect nature and people. Today pesticides are used in much smaller volumes and with more intelligence and ingenuity and yet pesticides are still reviled – for evidence look no further than the threat hanging over the use of anticoagulant rodenticides in Europe at present.

The problem today in the 21st century is that the pendulum has swung too far. Regulation designed to protect the environment has a strangle hold on technological development. It's stifling innovation and is one of the prime reasons why there are virtually no new active substances being developed for the pest control market. Perhaps we need another 'citizen scientist' like Rachel Carson to write a landmark book, or should that be a blog; a document that can redress the balance and change the course of human history. Are there any budding authors out there?

Silent Spring has been printed with many different covers over the past 50 years



Bed bug battle continues

Still much to learn about bed bugs

Bed bugs have been the single most talked about pest for many years, yet from the technical presentations made during the USA's flagship event, PestWorld, last autumn, we have still a great deal to learn about them. It was also made abundantly clear that, when it comes to bed bug monitors at least, some clear efficacy standards are needed.

Dr Stephen Kells from the University of Minnesota neatly summed-up the status of biological knowledge surrounding the behaviour of bed bugs by saying: "Bed bugs may be a scourge, but the more you learn about them, the more fascinating they become. There is still a great deal to discover about their behaviour."

Safety in numbers

Dr Kells explained the work he has undertaken into how aggregation pheromones cause bed bugs to cluster together close to the host. This is presumably because they feel there is safety in numbers.

However despite this predisposition to remain together, it seems that some bed bugs just wander off for no obvious reason.

Dr Kells described how bed bugs like to be in close contact with their surroundings (what's called thigmotaxis) hence their tendency to creep into narrow harbourages, and also in close proximity to their own kind (what's called autotaxis).

In the research it has become clear that kairomones produced by humans are also significant for bed bug behaviour.

To explain, kairomones are 'signals' which attract bed bugs. Carbon dioxide and heat

Bed bug monitors under the microscope

Scientifically testing the array of monitors now on the market also raises more questions than answers. Dr Vernard Lewis from the University of California in Berkeley said minimum efficacy criteria should be set for bed bug monitors.

He also pointed out the conflicts of interest problems that can arise when research is funded by the companies who manufacture the monitors.

Having tested a large range of the commercial monitors, Dr Phil Koehler from the University of Florida in Gainesville suggested that there was little difference between any of the monitors and their efficacy also left much to be desired.



Dr Stephen Kells from the University of Minnesota declares there is still much to learn about bed bugs

are also attractive to bed bugs and both are utilised, in one form or another, in many of the commercial bed bug monitors.

Bed bugs and people

From his own practical experience Dr Kells noted that certain items used by people proved attractive to bed bugs. In particular, items which had had at least eight hours of human contact encouraged the bed bugs to move towards them and hide.

Examples quoted were the armpits of clothing and shoes. This behaviour raises the likelihood of bed bugs hitching a ride to form new colonies elsewhere – maybe part of the answer to their rapid spread.

It also poses the question as to how householders should deal with dirty laundry – the common habit of lobbing clothes all over the bedroom is heaven-sent for bed bug spread. Placing worn items in sealed bags is therefore recommended.

Facing up to the threat of litigation

Pest controllers in the USA are already facing the threat of legal challenges from customers if bed bug treatments are thought to have failed. How long before pest controllers over here find themselves at risk of an expensive legal battle?

In a highly litigious country such as the USA, pest controllers are facing a rapidly spiralling number of legal claims following apparently failed bed bug treatments. This may not yet be the case in the UK, but the industry would be wise to take note – just consider how the 'no win – no fee' culture following accidents has ingrained itself in this country. This topic certainly caught the attention of pest control professionals attending last autumn's PestWorld event held in Boston, USA between 17-20 October.

Setting the tone of what pest controllers faced, was lawyer Jeffery Lipman who practices law in Des Moines, Indiana. His audience's blood pressure visibly rose during his presentation. He recounted the various means used by firms such as his to support a defendant with a bed bug malpractice claim. It was hardly surprising, that Mr Lipman made a rapid exit after his presentation and did not take any questions!

Actions to help limit your legal exposure

- ✓ Make sure a bed bug specific contract includes details on:
 - tools and methods;
 - charges;
 - number of treatments and over what time period;
 - preparation requirements – access, tidying-up etc;
 - disclaimers, exclusions and limitations;
 - do not guarantee eradication;
 - write in clear and easy to understand English.
- ✓ Keep legible and complete records;
- ✓ Check the label for permitted sites of application;
- ✓ Consider the health impacts of treatment;
- ✓ Use defensible tools and tactics;
- ✓ Inspect adjacent units;
- ✓ Make sure the client has reasonable expectations;
- ✗ Do not demand unreasonable preparation;
- ✗ Do not insist on disposal of beds or other possessions;
- ✗ Do not base actions solely on bed bug dog findings:
 - verify dog alerts with further evidence;
 - no alerts does not mean no bed bugs.
- ✗ Do not declare eradication.

Courtesy of Larry Pinto, Pinto and Associates, Inc



Advising how to stay ahead of the law (left to right) Larry Pinto of Pinto Associates, Gail Getty from the Domus Institute and from the University of Kentucky, Dr Mike Potter

In defence of the pest controller, consultant Larry Pinto of Pinto Associates pointed out that there is neither an official 'standard of care' nor 'code of practice' for bed bug control in the USA. With no standard, attorneys can and do claim operators have not done all that they could and so claim negligence. Somewhat bizarrely, Larry cited the example of defendant's lawyers quoting back the claim made in certain quarters, that bed bug dogs are 95% effective at locating infestations. These lawyers claim, therefore, that a defendant is negligent and is not doing his or her job correctly if dogs are not used.

So how can a pest control manager undertake bed bug work and remain both profitable and on the right side of the law? Larry presented a first class checklist of actions – shown alongside – but his take home message was one of managing expectations.

All clients for this type of work should be carefully briefed beforehand, such that they understand the issue and that total elimination is unlikely.

Records, records and more records

One thing that is clear, and something that all pest control operators should do these days, is to produce clear, detailed documentation and records – for all treatments, not just bed bugs.

Dr Mike Potter from the University of Lexington, Kentucky explained how, in legal cases, the records surrounding a treatment are examined in detail. He also encouraged the use of photography, as a picture is worth a thousand words.

Obvious as it might be, Gail Getty from the Domus Institute in San Francisco stressed that all records should be made in clear, easy to read handwriting and that technicians must be allowed adequate time to complete them.



Maintaining accurate and legible records is essential insurance against legal action

Revised bed bug code released

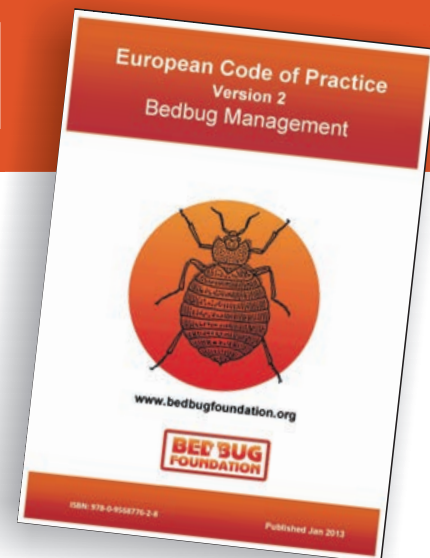
Following extensive consultation with all interested parties, version two of the European Code of Practice (ECoPv2) for bed bug management has been released by the Bedbug Foundation. This follows the initial launch of version one back in May 2011.

With the responsibility for drawing these comments together, Dr Richard Naylor said: "The response from the industry was amazing. We received more than 50 detailed reviews of the consultation document as well as a similar number of emailed suggestions relating to particular points that needed clarification. These came from across the UK, Europe and further afield. But more important than the number of comments was the quality of the feedback we received. Experts in particular fields provided detailed comments based on many years of personal experience. One thing

readers will notice is that the ECoPv2 no longer has authors' names printed on the cover. This is because so many people have now contributed that it wasn't possible to list everybody.

"The majority of comments related to the lack of data supporting the efficacy of some of the numerous bed bug products now on offer. Based on this, the decision was taken to remove all reference to specific products.

The ECoPv2 only refers to general principals. For product information people are directed to the website. This will soon have a product review system as well as the



results from our own in-house bed bug efficacy trials," explained Richard.

The Bedbug Foundation is at pains to point out that although the ECoPv2 is now available, it is not 'finished' *per se*. It is a constantly evolving document and the Foundation welcomes comments and suggestions that will enable it to improve the Code further.

In the preface to the new Code, the Bedbug Foundation expresses its thanks and appreciation to Stephen Doggett and the Australian Environmental Pest Management Association for allowing them to share much of their information. The Australian Code was the first such document to be produced. Their fourth edition is to be released any day now.

The second UK version is specific to professional pest controllers – meaning the details provided for back-packers, hotel managers, home-owners etc have been removed as much of the information aimed at pest controllers was not relevant for these other sectors. Data for these industries will eventually be available via the website. Version 2 is only available in English, although discussions are planned with the Confederation of European Pest Control Associations (CEPA) for use in other European countries.

Printed copies will be available shortly at a small cost (approx £10), but the Code can be downloaded free of charge from the Foundation's website at www.bedbugfoundation.org

Richard sets-up CimexStore

Having successfully gained his doctorate in September last year, Richard Naylor has left the renowned bed bug research laboratory at the University of Sheffield and has now set up his own business in the Wye Valley.

Called CimexStore, Richard's business supplies bed bugs and some related species to research and development laboratories for product testing.

"I believe we currently have approaching 30,000 bed bugs in culture, which have been collected from infestations all over the world," explains Richard.

Another area where his business is growing is in the production of lures for canine scent detection training. These small, ventilated acrylic vials are supplied pre-loaded and sealed with live or dead



UK bed bug expert Dr Richard Naylor has set up his own business supplying insects for research

bed bugs, cast skins, bed bug faecal material or any combination of the above. Dog trainers across Europe and the US purchase these vials for training their dogs in the art of bed bug detection.

When Richard isn't maintaining his cultures, or posting bugs around the world, he continues his work for the Bedbug

Bayer in a buzz

For many months controversy has been raging in the agricultural press concerning the reported decline in pollinator bee numbers and the use of neonicotinoid insecticides. In the **Pest** office we have been monitoring this as one of the three neonicotinoid insecticides mentioned is imidacloprid – the active substance in Bayer's Maxforce range of pest control products.

Events came to a head on 16 January when the European Food Safety Agency (EFSA) published its report which concluded these insecticides were potentially harmful to bees. Then on 28 January, applying the precautionary principle, the EU health and consumer



commissioner told EU agriculture ministers that a partial ban was necessary to protect bees, but a total ban was not justified.

These insecticides are used as treatments to crop seeds prior to sowing and have already been banned in several European countries. They are systemic, meaning they are present in the whole plant, including the nectar the bees feed on.

Interesting, but what relevance is this to the professional pest control market? Readers should consider the implications brought about by the environmental movement – see the *Silent Spring* article on pages 20 & 21 – where decisions are all too often based on emotion rather than on science.



This has now become evident as, on 30 January, Homebase, B&Q and Wickes announced that, as a precautionary measure, they had removed from sale all products containing imidacloprid. Basically, the only product affected is Bayer's Lawn Grub Killer.


For the sake of this excellent and well-proven range of Maxforce products, let's hope the use of this insecticide in pest control remains below the radar of the authorities and the environmentalists.

Friends in high places


If you are looking for another example of how the public can sway opinions, look no further than the proposed badger cull in the fight against bovine TB. Ever since Natural England issued two licences to allow culling in two test areas in Gloucestershire and Somerset, battle lines have been drawn. The whole exercise has been on and then, at the last minute, off.

Despite conclusive scientific evidence produced by the Randomised Badger Culling Trial (RBCT) that cattle and badgers transmit the disease to one another, coupled with the astonishing financial costs – last year 26,000 cattle in England were slaughtered at a cost approaching £100m – the trial was abandoned. It is proposed it will take place later this year. The reason for the postponement – Brock has celebrity friends in high places who probably read *Wind in the Willows* as children. Who knows if any form of culling will ever take place?



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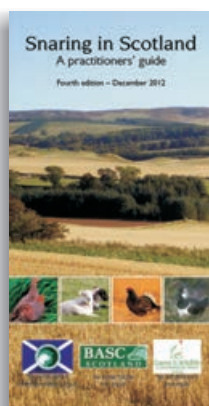
Use biocides safely. Always read the label and product information before use. HSE Registration number 9346

Snaring in Scotland

Although this new practitioners guide is designed for all those working in pest control in the Scottish countryside, much of it is highly relevant for all other parts of the UK. It provides advice on using snaring methods that are humane, legal and carried out in accordance with best practice and with respect for other countryside users.

The leaflet details those non-target species to avoid, whilst also illustrating their tracks. It outlines snaring legislation, training and record keeping. There are detailed sections, with illustrations, covering how to set, check and record both rabbit and fox snares.

Copies from Scottish Gamekeepers www.scottishgamekeepers.org.uk, BASC Scotland at www.basc.org.uk and GWCT at www.gwct.org.uk

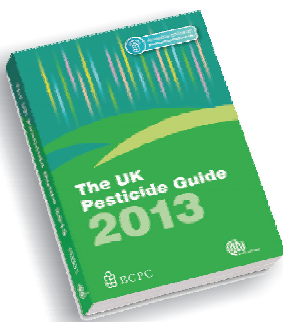


PestFix – a new distributor on the block

West Sussex company, PestFix, has pulled together the range of products it now sells to create a product catalogue which is comprehensive enough to satisfy the needs of most pest controllers.

It includes products for birds, rodents, insects and mammal control from virtually all the major manufacturers. Having been involved with bird management for several years already, their most comprehensive section, not surprisingly, covers the products designed for this problem pest. The range of Scarecrow Bio-Acoustic Systems products feature, as does the range from USA-based Bird-X.

Copies of the printed catalogue from sales@pestfix.co.uk or see the product range at www.pestfix.co.uk



Not all agricultural products!

The *UK Pesticide Guide 2013* is now in stock. What at first sight might appear more relevant for farmers, is a useful addition to a pest professional's library.

Each active ingredient is listed by its active ingredient profile – these include products used on farms and familiar to pest controllers – such as rodenticides, grain store insecticides and aluminium phosphide. And for people who are concerned with transporting pesticides there is valuable information on the UN Numbers, Transport Codes and Packaging Groups – vital for emergency services faced with a pesticide emergency. Secure orders on www.bcpc.org/bookshop.

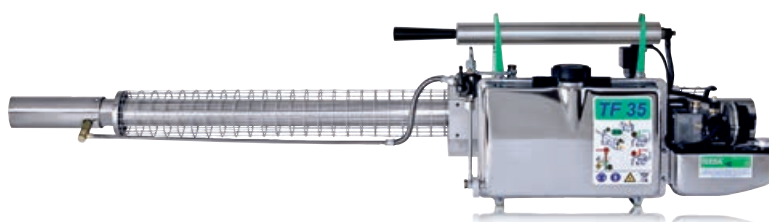
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CEN Standard on track

The development of a European Standard for pest management service, commonly known as the CEPA/CEN Standard is progressing well. Late in November 2012 the workgroup met in Milan to review comments from national groups, called 'mirror groups', from across Europe. Twelve countries were present along with the sponsor, CEPA and the Euro Group for Animals.

The meeting reviewed over 120 individual comments from the national groups which, thanks to group secretary Roberto Ravaglia of UNI, the Italian standards body, have been integrated into the latest draft of the Standard. It is worth noting the strong and increasing role being played by the UK in this process through its delegates Chris Suter of RSPH and Peter Whittall, from the Rentokil Group. The Milan meeting also saw Dave Oldbury, representing NPAP, attend for the first time. BPCA's Simon Forrester was present as an observer on behalf of CEPA.

Rob Fryatt, chair of the workgroup, explained that the draft has now progressed and is ready to be reviewed for sustainability, something all European Standards must pass. He said: "I am pleased to share with the industry, great progress, continued pan-European commitment, even greater consensus and to pass my public thanks to all of those in the European workgroups and the national mirror committees for their enthusiasm, time and commitment."

Chris Suter was appointed to lead the sustainability review workgroup and this met early in January. The next meeting of the main workgroup is in March, when the final draft will be endorsed for the public consultation phase of the project. Everything is on track for launch before the end of 2014.

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Try to answer them all in one sitting and without referring back to the article.

Take care as some questions may have more than one correct answer so tick all the answers you believe are correct.

SEND COMPLETED QUESTIONS to: **Pest** Magazine, Foxhill, Stanford on Soar, Loughborough, Leicestershire LE12 5PZ. We will contact you with your result and, if your answers are correct, we will credit your CPD points.

- 1

 When was *Silent Spring* published?

☐ a) 1952

☐ c) 1972

☐ b) 1962

☐ d) 1982
- 2

 In which country was *Silent Spring* first published

☐ a) Australia

☐ c) UK

☐ b) USA

☐ d) Canada
- 3

 What type (class) of chemicals did Rachel Carson pick-out as dangerous?

☐ a) carbamates

☐ c) neonicotinoids

☐ b) chlorinated hydrocarbons

☐ d) pyrethroids
- 4

 What does it mean if an insect likes thigmotaxis?

☐ a) It likes to be hot

☐ c) It likes to be alone

☐ b) It likes to be in close contact with its surroundings

☐ d) It likes taxi rides
- 5

 Which of the following actions will not help you if you find yourself defending legal action?

☐ a) Taking time to explain to the client what you will do

☐ c) Keeping clear and detailed records

☐ b) Taking photographs of the site

☐ d) Singing as you do the treatment
- 6

 Which country was the first to create a bed bug code of practice?

☐ a) South Africa

☐ c) United Kingdom

☐ b) Australia

☐ d) Germany

Name: _____

Organisation: _____

Tel: _____

Email: _____

PROMPT account number: 200 _____

Which product will win in 2013

Products launched between 1 January 2012 up until 31 August 2013 can now be nominated for the **Pest** Best Product Award 2013.

The **Pest** best product award has become a firm favourite. It recognises the new product that readers feel has made the greatest improvement to their lives and/or working practices

Pest associate editor, Helen Riby, explains: "Now in its fourth year, we have already had some fantastic winners. All products introduced commercially during the 20 month qualifying period, that's between 1 January 2012 and 31 August this year, can be put forward, with one exception. Products which have already achieved

a first, second or third place cannot be nominated.

"So for 2013 that means you cannot nominate the 2012 winners, which were Barretline's Romax Rodent Seal, JJ Bio's Birdfree Optical Gel and Lodi's Black Pearl Mousekiller. These apart you can put forward as many new

products as you would like."

Pest readers are in the driving seat.

You can nominate products either online or, by using the nomination form below. Photocopy it if you don't want to deface your copy of the magazine.

Nominations will close at midnight on 31 August 2013 and a short-list will be drawn up. We will then invite you to vote for the product you feel has been the most innovative – the product which has made the greatest improvement to your life and/or your working practices.

So which product will you nominate and will your choice make the short-list? Which of the short-listed products will you vote for and will Barretline take first prize for a fourth year running? Only time will tell.

Qualifying period

Any product launched between 1 January 2012 and 31 August 2013 can be nominated, so that includes all the new products launched at PestTech last November and at PestEx in April this year.

So, nominations for the best new products 2013 are now open! Use the form below to put forward those products that have impressed you the most.



To summarise:

- **18 February 2013** – **Pest** Best New Product Award announced;
- **18 February to 31 August 2013** – **Pest** readers can nominate products;
- **2 September 2013** – product shortlist drawn-up from nominations;
- **2 September to 31 October 2013** – readers vote to find the winner;
- **1 November 2013** – all votes counted;
- **6 November 2013** – winners announced at PestTech.

best product award 2013

Rules of engagement

- 1 Only commercial pest control products can be nominated. Services, promotional schemes, special offers and the like are excluded;
- 2 Products nominated must have been launched after 1 January 2012 and before midnight on 31 August 2013;
- 3 Products must have been fully commercially available at some stage during the time period shown in 2 above. Products supplied free for trials purposes cannot be entered;
- 4 Only products sold in the UK are eligible;
- 5 Entries must be made via the official printed nomination form or by email following the format specified on the **Pest** website;
- 6 Readers can submit up to five products per nomination form but can only nominate the same product once. You can send in an unlimited number of nomination forms;
- 7 Readers may vote for their top two products, but may only submit one voting form. Second choices will be taken into account in the event of a tie;
- 8 Votes submitted after midnight on 31 October 2013 will not be counted.

Nomination form

I would like to nominate this/these products(s):

1

2

3

4

5

Name:

Organisation:

Tel:

Email:

SEND YOUR COMPLETED FORM to Pest Magazine, Foxhill, Stanford on Soar, Loughborough, Leicestershire LE12 5PZ

For all the legal stuff visit www.pestmagazine.co.uk/content/newsitem.aspx?id=929

best product award 2013

New non-toxic monitoring bait



Monitoring and pre-baiting is an essential element in any Integrated Pest Management (IPM) programme, so the new non-toxic Detex soft bait with Lumitrack is just the thing. Developed and sold by Bell Laboratories, the soft bait formulation is ideal for use in environments where rodents are accustomed to fatty or oily diets.

Once rodents consume the bait, the special additive, Lumitrack, enables pest professionals to identify and track rodents faster and easier, as the rodent droppings glow a bright neon green under UV light. This makes identifying the size of the infestation and locating rodent entry points, pathways and harbourage areas much easier. Armed with this information, rodenticides and traps can be placed more effectively.

www.bellabs.com

Ratimor bromadiolone range

The Ratimor bromadiolone range, manufactured by Unichem and available from Killgerm, is back with a new and improved formula. Ratimor bromadiolone, is a single-feed second-generation anticoagulant, and the range is based on the same formulations as the difenacoum range. The fresh soft bait comes with added attractants to increase palatability. It is available in 10g sachets or 80g trays and is especially suitable for use in places where there is plenty of available food. The Ratimor wax blocks are water resistant and have angled edges for easier feeding. They are presented in two sizes – 20g wax block and the larger 100g maxi block.



www.killgerm.com

Bed bug monitoring USA deal

London-based Bed-Bugs.co.uk has announced the signing of an exclusive licensing agreement with New York-based bed bug specialists Dana K9 Inc. The agreement allows Dana K9 to use, install and distribute Bed Bugs' hotel monitoring system within New York State and New Jersey. Widely used throughout the UK, the hotel monitoring system is a complete control strategy for the detection and control of bed bug infestations in hotels, hostels and care homes. The system combines patented passive monitoring detection technology with eco-friendly processes for dealing with bed bug infestations.

Inventor of the passive monitoring technology, Bed-Bugs.co.uk managing director David Cain said: "Our main focus is research into bed bug infestations and educating people how to eradicate them. However, there is clearly a need for this system in other areas and we are delighted to offer the benefits to the US market."

President of Dana K9 Mrs Kristine Dana added: "This is a fantastic system and will be a major step forward in our fight against bed bugs. With its eco-friendly technology and discreet monitors, we are really looking forward to introducing it to our customers."

DIY flyscreen kits

Rather than wait for the manufacture of bespoke flyscreens, Insect-O-Cutor has come up with a bright idea – the flyscreen kit. This allows the immediate installation of a flyscreen on the first visit.

The kit comes in five sizes (650 x 950mm, 950 x 950mm, 950 x 1250mm, 1250 x 1250mm and 1250 x 1550mm) and so should cover most window dimensions. Manufactured using robust powder-coated, heavy-duty aluminium, together with PVC-coated fibreglass mesh, the kits offer a strong, high quality preventative solution to flying insects, says the manufacturer.

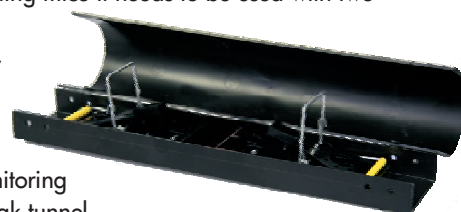


www.insect-o-cutor.co.uk

Speedbreak tunnel trap

The Speedbreak tunnel trap claims to be an easy trapping system for use by experts in the elimination of bait-averse populations of house mice. For catching mice it needs to be used with two Snap-e mouse traps (supplied separately), which can be set as required when infestations occur.

When used as a monitoring device, the Speedbreak tunnel can be used without bait.



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2013

Month	Day	Event	Venue	Find out more
March	6-7	Disinfestando 2013	Palacongressi, Rimini, Italy	www.disinfestazione.it
	8	2nd Urban Badger Conference	Pride Park, Derby	www.urban-wildlife.co.uk
	19	EU Classification & Labelling of Plant Protection & Biocidal Products Workshop	Chemical Regulations Directorate, York	www.pesticides.gov.uk
April	10-11	PestEx 2013	ExCeL, London	www.pestex.org
	29-30	PestWorldEast	JW Marriott Marquis Hotel, Dubai	www.npmapestworld.org/events/pweast13.cfm
September	2-5	7th European Mosquito Association Conference	Istanbul, Turkey	office@emca-online.eu
	9-11	1st Euroasian Pest Management Conference	Russian Academy of Sciences, Moscow	www.pestmanagement.su/english
	22-27	European Vertebrate Pest Management Conference	Turku, Finland	www.evpmc.org
October	23-26	PestWorld 2013	Phoenix, Arizona USA	www.npmapestworld.org/pestworld2013

Spring in Italy

It's only held every two years so, if you are looking for an excuse to visit Italy, now's your chance. Disinfestando 2013 will be held on 6 and 7 March in the Adriatic resort of Rimini. Whilst it may be a bit early to pack your swimwear, the conference and associated exhibition will provide an insight into the Italian pest management sector.

Entry to the conference and exhibitions is free, although you may want to brush up on your Italian for some of the talks.

Topics up for discussion include: The Biocidal Products Regulations, waste management and the CEN European Standards for Pest Control. There are also two speakers on mosquitos. The first is a case study on the Asian Tiger mosquito in the city of Rome and the second on the effectiveness of *Bacillus thuringiensis* and *Bacillus israel hericus ensis* for the control of mosquitos.

Flying the flag for the UK at the exhibition will be Killgerm and P+L Systems, with the multinationals represented by the likes of BASF and Bayer. Key Italian-based companies present will include Bleuline, Colkim, GEA, INDIA, OR.MA and Zapi.



Above: Whilst it may not be quite bikini weather, you'll get a warm welcome to Disinfestando 2013 this March

Left & below: Scenes from the 2011 event in Riccione. The seminars were particularly well attended





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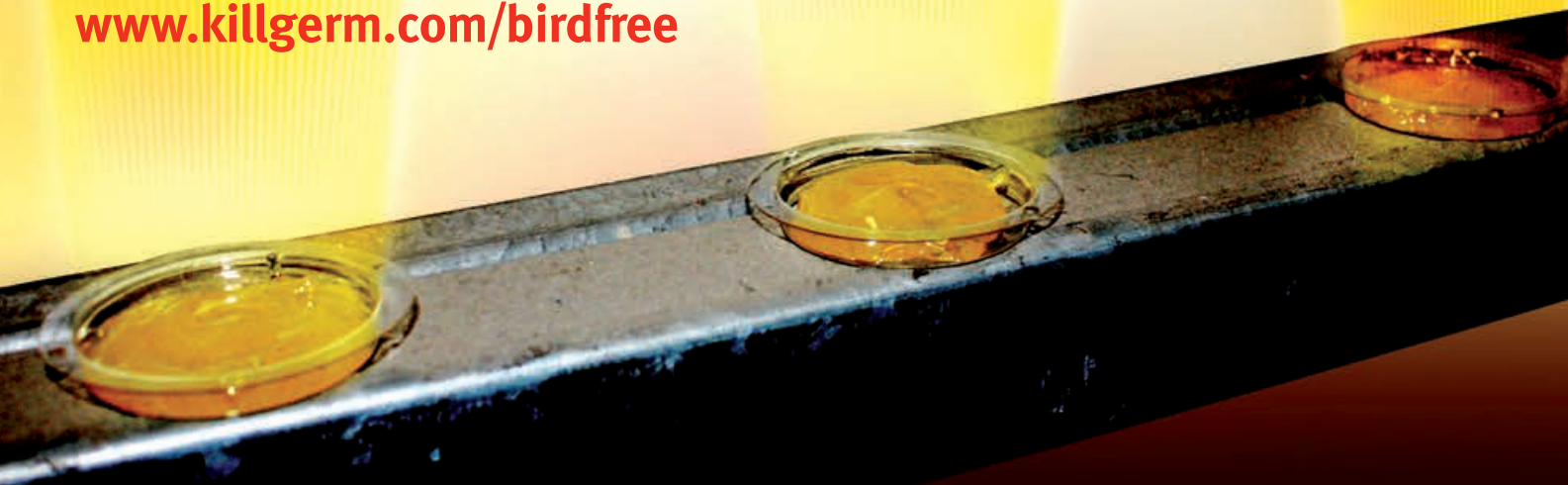
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