

7969-265

09-19-2007

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U.S. ENVIRONMENTAL PROTECTION AGENCY
Office of Pesticide Programs
Biopesticides and Pollution Prevention Division
(7511C)
1200 Pennsylvania Avenue NW
Washington, DC 20460

EPA Reg. Number:
7969-265

Date of Issuance:

9-19-07

Unconditional

Term of Issuance:

Name of Pesticide Product:

**Breeze CM Pheromone
Dispenser**

NOTICE OF PESTICIDE:
 Registration
 Reregistration
(under FIFRA, as amended)

Name and Address of Registrant (include ZIP Code):

**BASF Corporation
P.O. Box 13528
Research Triangle Park, NC 27709**

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Biopesticides and Pollution Prevention Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered/reregistered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is unconditionally registered in accordance with FIFRA Sec. 3(c)(5) provided you:

1. Submit and/or cite all data required for registration/ reregistration of your product under FIFRA section 3(c)(5) and section 4 when the Agency requires all registrants of similar products to submit such data.
2. Revise the EPA Registration Number to read, "EPA Reg. No. 7969-265."
3. Submit three (3) copies of the revised final printed labeling before you release the product for shipment.

A stamped copy of the label is enclosed for your records.

Signature of Approving Official:

Michael McDavit, Associate Director,
Biopesticides and Pollution Prevention Division

Date:

9-19-07



The Chemical Company

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ACCEPTED
 SEP 19 2007
 Under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, for the pesticide registered under EPA Reg. No. 7969-265

BreezeTM CM

Pheromone Dispenser

A PHEROMONE DISPENSER FOR THE MATING DISRUPTION OF CODLING MOTH (*Cydia pomonella*) IN FRUIT AND NUT ORCHARDS

Active Ingredient:	
(E,E)-8-10-Dodecadien-1-ol*	91.7%
Other Ingredients:	8.3%
Total:	100.0%

* 500.00 mg per dispenser.

EPA Reg No. 7969-EAL

EPA Est. No.

KEEP OUT OF REACH OF CHILDREN CAUTION/PRECAUCION

Si usted no entiende la etiqueta, busque a alguien para que se la explique a usted en detalle. (If you do not understand this label, find someone to explain it to you in detail.)

In case of an emergency endangering life or property involving this product call, day or night 1-800-832-HELP (4357).

See inside for complete **First Aid, Precautionary Statements, Directions For Use,** and **Conditions of Sale and Warranty.**

BASF Corporation, Agricultural Products
 26 Davis Drive, Research Triangle Park, NC 27709

Net Contents: _____

FIRST AID	
If on skin or clothing	<ul style="list-style-type: none"> • Take off contaminated clothing. • Rinse skin immediately with plenty of water for 15 to 20 minutes. • Call a poison control center or doctor for treatment advice.
If in eyes	<ul style="list-style-type: none"> • Hold eye open and rinse slowly and gently with water for 15 to 20 minutes. • Remove contact lenses, if present, after the first 5 minutes, then continue rinsing. • Call a poison control center or doctor for treatment advice.
HOT LINE NUMBER	
Have the product container or label with you when calling a poison control center or doctor or going for treatment. You may also contact BASF corporation for emergency medical treatment information: 1-800-832-HELP (4357).	

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

CAUTION

Causes moderate eye irritation. Harmful if absorbed through skin. Avoid contact with skin, eyes and clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, or using tobacco. Remove contaminated clothing and wash before reuse. Wear chemical-resistant gloves and protective eyewear.

Environmental Hazards

For terrestrial uses: **DO NOT** apply directly to water, to areas where surface water is present or to intertidal areas below the mean high water mark. **DO NOT** contaminate water when disposing of product, rinse water, or when cleaning equipment.

DIRECTIONS FOR USE

It is a violation of federal law to use this product in a manner inconsistent with its labeling. **DO NOT** apply this product by any method not specified on this label.

GENERAL INFORMATION

Breeze™ CM Pheromone Dispenser contains a synthetic pheromone that imitates the naturally occurring sex pheromone produced and released by the female Codling moth (*Cydia pomonella*). In nature, the male moth uses the naturally occurring pheromone to locate the female.

Breeze CM acts by releasing synthetic pheromone into the surrounding air, thus disrupting the natural cues used by the male moth to locate the female. When the reproductive cycle of the Codling moth is disrupted, fewer eggs are laid, which results in less damage to the crop. Unlike insecticides, **Breeze CM** does not kill the pest, but significantly reduces egg production.

Breeze CM is most efficacious when Codling moth populations are low. In blocks where Codling moth populations are high, chance encounters and therefore mating can still occur even with the use of **Breeze CM**. This technology is best used in conjunction with insecticides. Apply insecticide during the flight of first generation moths to ensure that populations of Codling

moths are low. During the season, growers must continue to monitor orchards for Codling moth damage. Careful monitoring of the moth population is essential to assess the effectiveness of the pheromone treatment in disrupting mating behavior. If significant damage is identified, an appropriately timed insecticide application is recommended to lower the population level of Codling moth. Once the population of the Codling moth is consistently low, management with cultural practices plus **Breeze CM** is possible. Consult your cooperative agricultural extension service, local integrated pest management (IPM) specialist, or BASF representative for information on IPM programs for control of Codling moth.

Breeze CM prevents Codling moths from mating. If significant populations of mated females are present in untreated areas adjacent to the treated orchard, migration from these areas will reduce the level of control achieved in the treated block. Migration sources are likely to be from peach, nectarine, apricot, apple and pear trees or other host species within 1000 feet of the treated block. Migration effects can be overcome by treating entire blocks including areas that may serve as refuge for Codling moth. For more effective control, treat wide areas with mating disruption pheromone to minimize the influx of mated females from external sources. Additional strategies for minimizing external sources of mated females include:

- Treating infestation source with **Breeze CM** (for example, a strip at least 150 feet wide to areas adjacent to the treated field)
- Treating adjacent infestation sources with an effective insecticide
- Treating the border (first 4 to 6 rows) of the pheromone treated orchard with an insecticide

INTEGRATED PEST MANAGEMENT

For best results, use **Breeze CM** in an overall pest management program. Follow cultural practices known to reduce the development of Codling moth infestations. Consult your local cooperative agricultural extension service, local IPM specialist, or BASF representative for strategies established in your area.

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APPLICATION INSTRUCTIONS

Remarks	DO NOT apply to orchard blocks smaller than 2.5 acres (1 hectare). Other pests must be monitored so that timely intervention with insecticides is possible.
For Use On	Pomefruits. Including but not limited to apples, pears. Stonefruits. Including but not limited to peaches, nectarines, plums. Treenuts. Including but not limited to walnuts, pecans.
Timing	Apply prior to the first generation moth flight in the spring.
Use Rate	Entire Orchard Application. Use at least 200 dispensers/acre when treating an entire orchard block. Apply double the rate of dispensers to the edge of orchard block. Inside the orchard, arrange dispensers quadratically at intervals of approximately 15 ft x 15 ft/dispenser. DO NOT apply more than 300 total dispensers/acre/year (150 g ai/acre/yr). Orchard Perimeter Application. Use at least 200 dispensers per acre when applying to border trees as a perimeter treatment. Border trees are the first 1 to 2 rows of trees that surround the orchard block that is being treated. DO NOT apply more than 300 total dispensers/acre/year (150 g ai/acre/yr).
Pests Controlled	Codling moth (<i>Cydia pomonella</i>) Hickory shuckworm (<i>Cydia caryana</i>)
Dispenser Placement	The following application instructions are important to ensure timely and even distribution of mating disruption pheromone throughout the treated blocks. 1. Attach the dispensers onto branches within the upper 1/3 of the tree canopy, preferably within 2 to 3 feet of the treetop. 2. Place dispensers toward the side of the tree that is exposed to the prevailing wind. 3. Place dispensers within shaded parts of the canopy to avoid constant exposure to the sun. 4. Evenly place the dispensers throughout the treated block. 5. DO NOT attach dispensers to branches that are expected to be pruned during the treatment season. If the dispensers are accidentally removed through pruning or other activities, then they must be reattached.

STORAGE AND DISPOSAL

DO NOT contaminate water, food or feed by storage and disposal.

Pesticide Storage Store unopened, unused product at temperatures below 40° F (5° C). **DO NOT** store near food or feed. Store away from children and pets.

Pesticide Disposal Wastes resulting from use of this product may be disposed of on-site or at an approved waste disposal facility.

Container Disposal Dispose of empty dispensers and wrappers in the trash.

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Conditions of Sale and Warranty

The **Directions For Use** of this product reflect the opinion of experts based on field use and tests. The directions are believed to be reliable and must be followed carefully. However, it is impossible to eliminate all risks inherently associated with the use of this product. Crop injury, ineffectiveness or other unintended consequences may result because of such factors as weather conditions, presence of other materials, or use of the product in a manner inconsistent with its labeling, all of which are beyond the control of BASF CORPORATION ("BASF") or the Seller. To the extent consistent with applicable law, all such risks shall be assumed by the Buyer.

BASF warrants that this product conforms to the chemical description on the label and is reasonably fit for the purposes referred to in the **Directions For Use**, subject to the inherent risks, referred to above.

TO THE EXTENT CONSISTENT WITH APPLICABLE LAW, BASF MAKES NO OTHER EXPRESS OR IMPLIED WARRANTY OF FITNESS OR MERCHANTABILITY OR ANY OTHER EXPRESS OR IMPLIED WARRANTY. BUYER'S EXCLUSIVE REMEDY AND BASF'S EXCLUSIVE LIABILITY, WHETHER IN CONTRACT, TORT, NEGLIGENCE, STRICT LIABILITY, OR OTHERWISE, SHALL BE LIMITED, TO THE EXTENT CONSISTENT WITH APPLICABLE LAW, TO REPAYMENT OF THE PURCHASE PRICE OF THE PRODUCT. TO THE EXTENT CONSISTENT WITH APPLICABLE LAW, BASF AND THE SELLER DISCLAIM ANY LIABILITY FOR CONSEQUENTIAL, SPECIAL OR INDIRECT DAMAGES RESULTING FROM THE USE OR HANDLING OF THIS PRODUCT. BASF and the Seller offer this product, and the Buyer and User accept it, subject to the foregoing **Conditions of Sale and Warranty** which may be varied only by agreement in writing signed by a duly authorized representative of BASF.

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BASF Corporation
Agricultural Products
26 Davis Drive
Research Triangle Park, NC 27709

