

7969-265

10-15-2007

17

October 15, 2007

OFFICE OF PREVENTION, PESTIC AND TOXIC SUBSTAN

Mr. Nathan P. Ehresman
Product Registration Manager
BASF Corporation
P.O. Box 13528
Research Triangle Park, NC 27709

Subject: Notification of Alternate Brand Name "Breeze™ CM Pheromone"
Product: Breeze CM Pheromone Dispenser EPA # 7969-265
Letter dated October 1, 2007

Dear Mr. Ehresman:

The Biopesticides and Pollution Prevention Division is in receipt of the above dated application. A preliminary screen of this request has been conducted for its applicability under PRN 98-10 and it has been determined that the action requested falls within the scope of PR 98-10. Our records have been duly noted, and the label submitted with this application has been stamped Notification received, but not reviewed and will be placed accordingly in our records.

Questions concerning this action should be directed to Andrew Bryceland at 703-305-6928 or email at bryceland.andrew@epa.gov.

Sincerely,

Linda Hollis

Linda Hollis, Chief
Biochemical Pesticides Branch
Biopesticides and Pollution
Prevention Division

CONCURRENCES

SYMBOL ▶	7511P							
SURNAME ▶	Pollard							
DATE ▶	10/15/07							

2/7



United States
Environmental Protection Agency
Washington, DC 20460

- Registration
- Amendment
- Other: NOTIF

OPP Identifier Number

Application for Pesticide - Section I

1. Company/Product Number 7969-EAL	2. EPA Product Manager Andrew Bryceland	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) BREEZE™ CM Pheromone Dispenser	PM# Team #90	
5. Name and Address of Applicant (Include ZIP Code) BASF Corporation P.O. Box 13528 Research Triangle Park, NC 27709 <input type="checkbox"/> Check if this is a new address		6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(I), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____

Section - II

NOTIFICATION
Date: 10/15/07
received but not reviewed
Reviewed By: ep

- Amendment - Explain below.
- Resubmission in response to Agency letter dated SEPT 10, 2007
- Notification - Explain below.
- Final printed labels in response to Agency letter dated _____
- "Me Too" Application _____
- Other - Explain below

Explanation: Use additional page(s) if necessary. (For Section I and Section II.)

NOTIFICATION of Alternate Brand Name: "BREEZE™ CM Pheromone"

This notification is consistent with the provisions of PR NOTICE 98-10 and EPA Regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 USC Sec. 1001 to willfully make false statements to EPA. I further understand that if this notification is not consistent with the terms of PR NOTICE 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

Section - III

1. Material This Product Will Be Packaged In:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes* <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> Metal	<input type="checkbox"/> Plastic
*Certification must be submitted		If "Yes" Unit Packaging wgt.	No. per container	If "Yes" Package wgt.	No. per container
3. Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container		5. Location of Label Directions <input type="checkbox"/> On Label <input type="checkbox"/> On labeling accompanying product	
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled <input type="checkbox"/> Other:					

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application)

Name Nathan P. Ehresman	Title Product Registration Manager	Telephone No. (Include Area Code) 919-547-2333
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Certification
I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.

2. Signature <i>Nathan P. Ehresman</i>	3. Title Product Registration Manager
4. Typed Name Nathan P. Ehresman	5. Date 10/01/2007

6. Date Application Received (Stamped)



The Chemical Company

October 01, 2007

U.S. Environmental Protection Agency
Document Processing Desk-OTHER
Attn: ANDREW BRYCELAND PM Team# 90
Office of Pesticide Programs (7504P)
Ariel Rios Building
1200 Pennsylvania Avenue, N.W.
Washington, D.C. 20460-0001

Action: Breeze CM Pheromone Dispenser
EPA Reg. No. 7969-265
Notification of Alternate Brand Name

Dear Mr. Bryceland:

Please find enclosed a notification for the additional brand name "BREEZE™ CM Pheromone"

- Application For Pesticide Registration (8570-1)- NOTIF
- Label bearing the new brand name (5 Copies)
- CD containing electronic PDF of original & notification label

If you have any questions regarding this action, please don't hesitate to contact me by telephone or by e-mail.

Sincerely,

BASF Corporation
Nathan P. Ehresman
Product Registration Manager
919-547-2896 (nathan.ehresman@basf.com)



The Chemical Company

NOTIFICATION

Received But Not Reviewed

Date: 10/15/07

Initial: CP

4/7

PHEROMONE Breeze™ CM

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. 7969-265

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: _____

5/7

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.

6/7

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.

7/7

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.

807

Breeze is a trademark of BASF.

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Supersedes: NVA 2007-04-307-0150

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

 **BASF**
The Chemical Company