



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, D.C. 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

May 14, 2021

Cynthia Smith  
Agent of Bull Run Scientific, VBT  
Conn & Smith Inc.  
6713 Catskill Road  
Lorton, VA 22079-1113

Subject: Non-PRIA (Pesticide Registration Improvement Act) Labeling Amendment – Add Graphics with explanatory text, alternate brand names, optional claims, and revisions to Directions for Use.  
Product Name: BULL RUN JAPANESE & ORIENTAL BEETLE TRAP  
EPA Registration Number: 84565-1  
Application Date: 2/25/2021  
OPP Submission Number: 1065424  
OPP Case Number: 00292720

Dear Ms. Smith:

The amended labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended, is acceptable.

The alternate brand names BULL RUN JAPANESE & ORIENTAL BEETLE TRAP REFILL, BULL RUN JAPANESE BEETLE TRAP, BULL RUN JAPANESE BEETLE TRAP REFILL, JAPANESE BEETLE TRAP REFILL, and JAPANESE BEETLE TRAP have been added to the registration, and our records have been updated accordingly.

This approval does not affect any terms or conditions that were previously imposed on this registration. You continue to be subject to existing terms or conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one (1) copy of the final printed labeling before you release this product for shipment with the new labeling. In accordance with 40 CFR § 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR § 152.3.

Page 2 of 2  
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Should you wish to add/retain a reference to your company's website on your label, then please be aware that the website becomes labeling under FIFRA and is subject to review by the U.S. Environmental Protection Agency (EPA). If the website is false or misleading, the product will be considered to be misbranded and sale or distribution of the product is unlawful under FIFRA section 12(a)(1)(E). 40 CFR § 156.10(a)(5) lists examples of statements the EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the EPA find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA-approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance Assurance.

Your release for shipment of this product constitutes acceptance of these terms. If these terms are not complied with, this registration will be subject to cancellation in accordance with FIFRA section 6.

If you have any questions, please contact Sydnie Hetzel by phone at (703) 347-0220 or via email at [Hetzel.sydnie@epa.gov](mailto:Hetzel.sydnie@epa.gov).

Sincerely,

A handwritten signature in blue ink that reads "Andrew C. Bryceland". The signature is written in a cursive style and is positioned above a vertical line.

Andrew Bryceland, Team Leader  
Biochemical Pesticides Branch  
Biopesticides and Pollution  
Prevention Division (7511P)  
Office of Pesticide Programs

Enclosure

Bull Run Japanese & Oriental Beetle Trap (EPA Reg. No. 84565-1)

May 11, 2021 Proposed Amendment to the January 23, 2018 accepted label and April 13, 2018 notification

Adds (1) master label format, (2) a refill, (3) optional graphics, and (4) yellow background master label section dividers.

Consolidates and adds optional text.

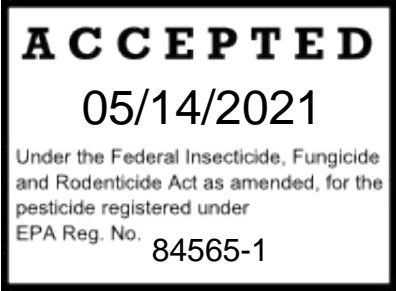
[Optional text.] {Notes for reviewer.}

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MASTER LABEL

BULL RUN JAPANESE & ORIENTAL BEETLE TRAP . . . . . 2

BULL RUN JAPANESE & ORIENTAL BEETLE TRAP REFILL . . . . . 7



Bull Run Japanese &amp; Oriental Beetle Trap (EPA Reg. No. 84565-1)

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[Optional text.] {Notes for reviewer.}

**BULL RUN JAPANESE & ORIENTAL BEETLE TRAP**

Alternate brand names:

**BULL RUN JAPANESE BEETLE TRAP****JAPANESE BEETLE TRAP**

{Front Panel}

**Bull Run  
Japanese & Oriental Beetle Trap****INGREDIENTS****ACTIVE INGREDIENTS:**

## Floral [Attractants] [Lures]:

Eugenol . . . . . 15.480%

Geraniol . . . . . 6.622%

2-Phenethyl propionate . . . . . 6.622%

## Pheromones (Sex [Attractants] [Lures]):

Oriental beetle pheromone \* . . . . . 0.034%

Nuranone\*\* (Japanese beetle pheromone) . . . . . 0.013%

OTHER INGREDIENTS . . . . . 71.229%

TOTAL . . . . . 100.000%

\* Z-7-Tetradecen-2-one; 2.0 mg/dispenser

\*\* (R,Z)-5-(1-decenyl)dihydro-2(3H)-furanone; 0.76 mg/dispenser

Keep Out of Reach of Children

**CAUTION**

NET CONTENTS: [0.21 Ounces (5.8 Grams)]

[0.21 oz (5.8 g)]

{Back Panel}

**[Bull Run] Japanese [& Oriental] Beetle Trap**

Protects your flowers, fruits, vegetables & lawns from destructive Japanese beetles and Oriental beetles.

The Bull Run Japanese Beetle & Oriental Beetle Trap uses a scientifically designed method to control the release of natural floral and sex [attractants] [lures] to lure both male and female beetles to the trap. Once [attracted] [lured], beetles fly into the large panels and are stunned by the impact. They then fall into the attached bag.

**JAPANESE BEETLE FEEDING & FLIGHT PATTERNS:**

Beetles prefer ripening fruit and plants exposed to direct sunlight. They will congregate on top foliage and work down. Specific odors created by feeding beetles will lure more beetles to that location. Beetles are most active on warm, sunny days. Activity peaks between 9 a.m. and 3 p.m., or when temperatures reach 83-95°F (28-35°C). When humidity falls below 60%, Japanese beetles are less likely to fly, and will stay put feeding wherever they are.

**ORIENTAL BEETLE FEEDING & FLIGHT PATTERNS:**

Adults do their flying and feeding at night. They will feed on petals of flowers including daisies, roses and petunia. The larval stage is the most destructive, feeding on roots of turfgrass and ornamental plants; catching adult Oriental beetles will reduce this population.

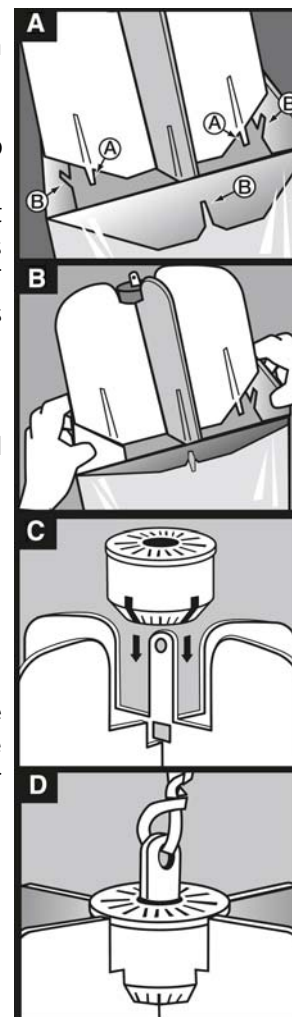
**DIRECTIONS FOR USE**

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

**ASSEMBLY:**

1. Unfold top of bag where panels are attached. Hold trap upside down to drop [attractant] [lure] cartridge and twist tie out of the bag.
2. (FIGURE A) Panels have side flaps which form a funnel inside bag and restrict the opening to keep beetles from escaping. Notches at bottom of side flaps are shown as PART B and should be snapped onto thin posts shown as PART A. (FIGURE B) From outside of bag, push in on each side flap so that its notches snap onto the posts. Continue until all four sides are in place.
3. Remove [attractant] [lure] cartridge from wrapper.
4. (FIGURE C) Slip cartridge, flat side up, over the hang hole on top of Trap. Line up [the] bottom slots of [the] cartridge over the four trap panels and press into place. Hang hole will stick up through the center of [the] cartridge.
5. (FIGURE D) Thread twist-tie through [the] hang hole.
6. Attach trap tightly with a twist-tie to stake or pole 4 feet above the ground, at least 30 feet from the foliage to be protected.
7. Wash hands with soap and water.

**TRAP PLACEMENT:** Place traps at least 30 feet from ornamental plants to lure beetles away from the area where they may cause damage. 1-3 traps provide control in the average yard. DO NOT place more than 8 traps per acre (1 trap per 10,890 square feet).



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Consolidates and adds optional text.

[Optional text.] {Notes for reviewer.}

**STORAGE AND DISPOSAL**

Do not contaminate water, food or feed by storage or disposal.

STORAGE: Store in a cool, dry, well ventilated location out of reach of children and pets.

DISPOSAL: Remove twist-tie and lift [attractant] [lure] cartridge from panels. Collapse trap and fold panels down to keep beetles trapped. Wrap the trap and the cartridge in newspaper and deposit in household trash for collection. Wash hands with soap and water.

1-800-XXX-XXXX

www.xxxx.com

EPA Reg. No. 84565-1  
 EPA Est. No. 49407-WA-01  
 © 2003, 2017, 2021  
 Bull Run Scientific, VBT

MADE IN USA  
 Bull Run Scientific, VBT  
 3900 Westerre Parkway, Ste 300  
 Richmond, VA 23233

[Optional text for use on any label panel:]

- Non-toxic mode of action
- Protect [your] flowers, fruits, vegetables & lawns from destructive Japanese Beetles
- Protect [your] flowers, fruits, vegetables & lawns from destructive Japanese Beetles & Oriental Beetles
- Central [attractant] [lure] placement lures beetles from all directions
- Lures Beetles Away From Plants
- Also Traps Oriental Beetles
- Formulated to [attract] [lure] and trap beetles in your yard
- [Attractant] [Lure] lasts entire beetle season
- Attractant [Lure] Lasts Entire Season
- Lasts Entire Season
- Lasts the Whole Season
- Lasts Full Beetle Season
- Lasts 8 Weeks
- 8-Week Supply
- Lasts Entire 8-Week Beetle Season
- Reusable
- One-Season Reusable
- Slide lock bottom allows trap to be emptied and reused
- Open to Empty Beetles When Full[!]
- Easy-Lock Bottom
- Easy to Empty and Reuse
- Easy to Reuse
- Large Capacity
- Durable, two-layer bag
- Large Capacity Durable Two-Layer Bag
- Welded Design; Bag Stays Attached
- Welded Design Ensures Bag Stays Attached
- Beetles Find it Fast
- Starts Working Immediately
- Model JBTZ

Bull Run Japanese & Oriental Beetle Trap (EPA Reg. No. 84565-1)

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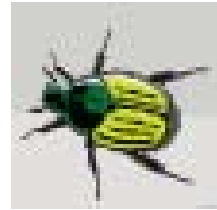
[Optional text.] {Notes for reviewer.}

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[Optional text for inclusion with the Directions for Use:]

EMPTYING and REUSING: Open bottom of bag using handles and easy-lock opening, empty beetles into garbage sack and dispose in household trash. Press easy-lock opening back together to reseal it before rehanging trap. [Attractant] [Lure] lasts [the] full 8-week beetle season. Refill [attractant] [lure] is available wherever you purchased the trap. Visit XXXXXX.com for more information.

[Optional graphics for use on any panel:]



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[Optional text.] {Notes for reviewer.}

**BULL RUN JAPANESE & ORIENTAL BEETLE TRAP REFILL**

Alternate brand names:  
**BULL RUN JAPANESE BEETLE TRAP REFILL**  
**JAPANESE BEETLE TRAP REFILL**

{Front Panel}

## BULL RUN JAPANESE & ORIENTAL BEETLE TRAP REFILL

### INGREDIENTS

**ACTIVE INGREDIENTS:**

Floral [Attractants] [Lures]:

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Oriental beetle pheromone *	0.034%
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Keep Out of Reach of Children

## CAUTION

NET CONTENTS:[0.21 Ounces (5.8 Grams)]  
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[Optional text.] {Notes for reviewer.}

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{Back Panel}

#### DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

1. Remove refill cartridge from wrapper.
2. Slip cartridge, flat side up, over the hang hole on top of the trap.
3. Line up bottom slots of cartridge over the four trap panels and press into place. Hang hole will stick up through center of cartridge.
4. Hang trap 4 feet above ground, at least 30 feet from foliage to be protected.
5. Wash hands with soap and water.

#### STORAGE AND DISPOSAL

Do not contaminate water, food or feed by storage or disposal.

STORAGE: Store in a cool, dry, well ventilated location out of reach of children and pets.

DISPOSAL: Lift [attractant] [lure] cartridge from panels. Collapse trap and fold panels down to keep beetles trapped. Wrap the trap and the cartridge in newspaper and deposit in household trash for collection. Wash hands with soap and water.

1-800-XXX-XXXX  
www.xxxx.com

EPA Reg. No. 84565-1  
EPA Est. No. 49407-WA-01  
© 2003, 2017, 2021  
Bull Run Scientific, VBT

MADE IN USA  
Bull Run Scientific, VBT  
3900 Westerre Parkway, Ste 300  
Richmond, VA 23233

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[Optional text for use on any label panel:]

- Non-toxic mode of action
  
- Protect [your] flowers, fruits, vegetables & lawns from destructive Japanese Beetles
- Protect [your] flowers, fruits, vegetables & lawns from destructive Japanese Beetles & Oriental Beetles
- Central [attractant] [lure] placement lures beetles from all directions
- Lures Beetles Away From Plants
- Also Traps Oriental Beetles
- Formulated to [attract] [lure] and trap beetles in your yard
  
- [Attractant] [Lure] lasts entire beetle season
- Attractant [Lure] Lasts Entire Season
- Lasts Entire Season
- Lasts the Whole Season
- Lasts Full Beetle Season
  
- Lasts 8 Weeks
- 8-Week Supply
- Lasts Entire 8-Week Beetle Season
  
- Reusable
- One-Season Reusable
- Slide lock bottom allows trap to be emptied and reused
- Open to Empty Beetles When Full[!]
- Easy-Lock Bottom
- Easy to Empty and Reuse
- Easy to Reuse
  
- Large Capacity
- Durable, two-layer bag
- Large Capacity Durable Two-Layer Bag
  
- Welded Design; Bag Stays Attached
- Welded Design Ensures Bag Stays Attached
  
- Beetles Find it Fast
- Starts Working Immediately
  
- For [Bull Run] Japanese [& Oriental] Beetle Trap
- Model JBTR

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[Optional graphics for use on any panel:]

