



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

**OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION**

July 19, 2022

Ms. Cynthia Ann Smith
Agent
Bull Run Scientific, VBT
3900 Westerre Parkway, Suite 300
Richmond, Va. 23233

Subject: Non-PRIA (Pesticide Registration Improvement Act) Labeling Amendment – revising trap assembly instructions
Product Name: Bull Run Japanese & Oriental Beetle Trap
EPA Registration Number: 84565-1
EPA Receipt Date: 06/04/2022
Action Case Number: 00369963

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.

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.

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 statements or claims substantially differing from statements or claims made in connection with obtaining a FIFRA section 3 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.

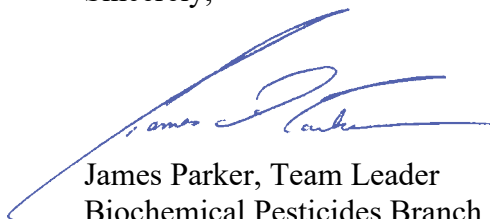
Page 2 of 2

EPA Reg. No. 84565-1

Action Case No. 00369963

If you have any questions, please contact Nina Naimy via email at naimy.nina@epa.gov.

Sincerely,

A handwritten signature in blue ink, appearing to read "James Parker", is written over a thin blue horizontal line.

James Parker, Team Leader
Biochemical Pesticides Branch
Biopesticides and Pollution
Prevention Division (7511M)
Office of Pesticide Programs

Enclosure

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

June 4, 2022 proposed amendment based upon the March 18, 2022 Notification label

Amends trap assembly instructions. Adds additional optional graphics (social media icons and photo of the trap).

Moves optional text for inclusion with the Directions for Use.

[Optional text.] {Notes for reviewer.}

MASTER LABEL

BULL RUN JAPANESE & ORIENTAL BEETLE TRAP 2

BULL RUN JAPANESE & ORIENTAL BEETLE TRAP REFILL 7

Bull Run Japanese & 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****ACCEPTED**

Jul 19, 2022

Under the Federal Insecticide, Fungicide
and Rodenticide Act as amended, for the
pesticide registered under
EPA Reg. No. 84565-1**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)]

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

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[Optional text.] {Notes for reviewer.}

{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:

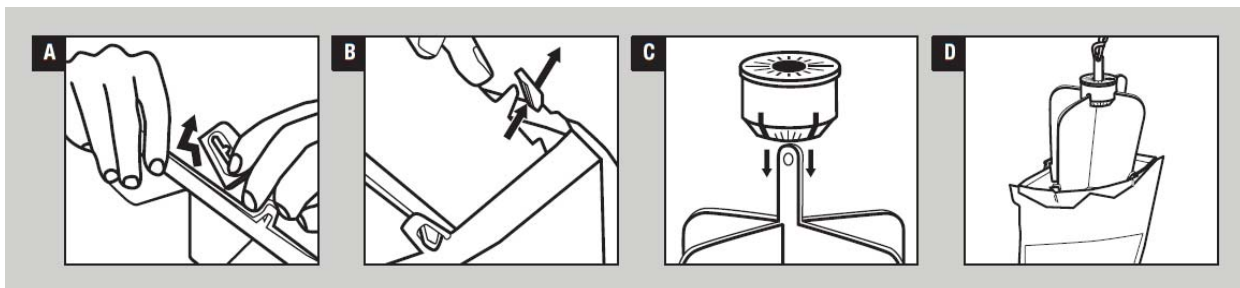
Adults do their flying and feeding at night. They will feed on petals of flowers including daisies, roses and petunia. The larval stage is the most destructive, feeding on roots of turfgrass and ornamental plants; catching adult Oriental beetles will reduce this population.

DIRECTIONS FOR USE

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

ASSEMBLY:

1. [Open bag at bottom seal and remove lure packet, twist tie, and folded panels.](#)
2. [Press firmly to reseal bottom of bag.](#)
3. [\(Figure A\) Remove tab at top of bag. Hold the top of the bag firmly in one hand, and with the other hand, grasp the plastic tab to twist and tear off the tab. You may dispose of the tab once removed.](#)
4. [\(Figure B\) Assemble panels. Clip each panel into the four loops along the top of the bag.](#)
5. [\(Figure C\) Remove lure from its packet and place it flat side up over the hang hole on the top of the panels.](#)
6. [\(Figure D\) Thread twist tie through the hole at top of panels.](#)
7. [Secure trap to stake or pole 4 feet above the ground, at least 30 feet from foliage to be protected.](#)
8. 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).

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

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Moves optional text for inclusion with the Directions for Use.

[Optional text.] {Notes for reviewer.}

{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 rehang 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.

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] [Lift] [attractant] [lure] cartridge away 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

© 2021 Bull Run Scientific, VBT

MADE IN USA

Bull Run Scientific, VBT

3900 Westerre Parkway, Ste 300

Richmond, VA 23233

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

June 4, 2022 proposed amendment based upon the March 18, 2022 Notification label

Amends trap assembly instructions. Adds additional optional graphics (social media icons and photo of the trap).

Moves optional text for inclusion with the Directions for Use.

[Optional text.] {Notes for reviewer.}

{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

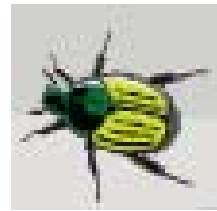
- Welded Design; Bag Stays Attached
- Welded Design Ensures Bag Stays Attached

- Beetles Find it Fast
- Starts Working Immediately

- Model JBTZ

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[Optional text.] {Notes for reviewer.}

{Optional graphics for use on any panel:}



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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:

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Eugenol 15.480%

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Keep Out of Reach of Children

CAUTION

NET CONTENTS: [0.21 Ounces (5.8 Grams)]

[0.21 oz (5.8 g)]

{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
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- Large Capacity
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- 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 [by Bull Run]
- Model JBTR

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{Optional graphics for use on any panel:}

