


84565-4

06/19/2009

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 <p>U.S. ENVIRONMENTAL PROTECTION AGENCY Office of Pesticide Programs Biopesticides and Pollution Prevention Division (7511P) 1200 Pennsylvania Avenue NW Washington, DC 20460</p> <p>NOTICE OF PESTICIDE: <input checked="" type="checkbox"/> Registration <input type="checkbox"/> Reregistration (under FIFRA, as amended)</p>	EPA Reg. Number: <b>84565-4</b>	Date of Issuance: <b>6-19-09</b>
	Term of Issuance: <b>Unconditional</b>	
	Name of Pesticide Product: <b>Bull Run Yellowjacket Attractant</b>	
Name and Address of Registrant (include ZIP Code): <b>Bull Run Scientific, VBT c/o Conn and Smith, Inc. 6713 Catskill Road Lorton, VA 22079-1113</b>		
<p>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.</p> <p>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.</p> <p>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.</p> <p>This product is unconditionally registered in accordance with FIFRA Sec. 3(c)(5) provided you:</p> <ol style="list-style-type: none"><li>1. Submit and/or cite all data required for registration/ re-registration 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.</li><li>2. Revise the EPA Registration Number to read, "EPA Reg. No. 84565-4."</li><li>3. Submit three (3) copies of the revised final printed labeling before you release the product for shipment.</li></ol> <p>A stamped copy of the label is enclosed for your records.</p>		
Signature of Approving Official:  <i>W. Michael McDavit</i>  W. Michael McDavit, Associate Director, Biopesticides and Pollution Prevention Division	Date:  <i>6/19/09</i>	

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JUNE 10, 2009 PROPOSED MASTER LABEL (excluding graphics)  
for YELLOWJACKET ATTRACTANT (EPA FILE SYMBOL 84565-U)  
and the Alternate Brand Names:  
1. BULL RUN YELLOWJACKET TRAP, and  
2. BULL RUN YELLOWJACKET ATTRACTANT

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Notes:

- The BULL RUN YELLOWJACKET TRAP and the BULL RUN YELLOWJACKET ATTRACTANT each contain 99.8% heptyl butyrate.
- The BULL RUN YELLOWJACKET TRAP includes the trap and the attractant.
- BULL RUN YELLOWJACKET ATTRACTANT:
  - Is the refill attractant for the BULL RUN YELLOWJACKET TRAP.
  - Contains 2 unit-dose attractant tubes, but does not include the trap.

**ACCEPTED**

**JUN 19 2009**

Under the Federal Insecticide, Fungicide,  
and Rodenticide Act, as amended, for  
the pesticide registered under  
EPA Reg. No.

84565-4

YELLOWJACKET ATTRACTANT (EPA FILE SYMBOL 84565-U) and the Alternate Brand Names:

1. BULL RUN YELLOWJACKET TRAP, and
2. BULL RUN YELLOWJACKET ATTRACTANT

## 1. BULL RUN YELLOWJACKET TRAP

### 1.1. Product Insert

#### BULL RUN YELLOWJACKET TRAP PRODUCT INSERT

The Bull Run Yellowjacket Attractant is proven to trap the following species: Western Yellowjacket (*Vespula pensylvanica*), Prairie Yellowjacket (*V. atropilosa*), California Yellowjacket (*V. sulphurea*), Blackjacket (*V. consobrina*), Forest Yellowjacket (*V. acadica*), Southern Yellowjacket (*V. squamosa*), Northeastern Yellowjacket (*V. vidua*), Common Yellowjacket (*V. vulgaris*), Eastern Yellowjacket (*V. maculifrons*), and German Yellowjacket (*V. germanica*).

INGREDIENTS	
Active Ingredient:	
Heptyl butyrate . . . . .	99.8%
Other Ingredients . . . . .	0.2%
Total . . . . .	100.0%

#### KEEP OUT OF REACH OF CHILDREN CAUTION

#### HAZARDS TO HUMANS AND DOMESTIC ANIMALS

Caution. Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

#### FIRST AID

If in eyes:

- Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing.
- Call a poison control center or doctor for treatment advice.

#### DIRECTIONS FOR USE

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

#### INITIAL SETUP

1. Place cotton ball into attractant cup.
2. Cut tip of attractant tube and carefully empty attractant liquid onto cotton.
3. Slide cone back into tab channels, snapping into place.
4. Screw bottom cap back in place.
5. Hang trap away from human activity, and at least 20 feet away from a known yellowjacket nest.
6. Wash hands with soap and water.

#### TRAP ASSEMBLY PARTS [Illustration of trap components]

1. BULL RUN YELLOWJACKET TRAP, and
2. BULL RUN YELLOWJACKET ATTRACTANT

#### REUSING THE TRAP

1. Replace attractant every 2 weeks.
2. Empty trap when rebaiting, or when dead yellowjackets accumulate above cone.
3. Make sure all yellowjackets are dead before emptying trap.
4. To increase efficiency, clean yellowjacket residue when rebaiting.

#### USE RATE

Use 2-4 traps for a 10,000 square foot area or 8 to 16 traps per acre. For areas with heavy infestation, use a maximum of 48 traps per acre.

**CAUTION:** Due to the extreme effectiveness of the attractant, use caution when placing and maintaining traps. Place and maintain traps in late evening or early morning when yellowjackets are less active. People allergic to yellowjacket stings should allow others to place and maintain traps for them. Yellowjacket stings can be fatal.

#### SUPPLEMENTAL ATTRACTANTS

Certain protein and carbohydrate supplements can make the trap more attractive to yellowjackets foraging for food. Food bait alone, however, will yield smaller and short-lived catches. The Bull Run Yellowjacket Attractant is the primary attractant. The meat spikes (built into the bottom cap) and attractant cup are for holding supplemental attractants.

**Protein** - effective throughout the season.

TURKEY HAM - HAM - BRATWURST - BARBECUED MEATS AND FISH

Of these options, we recommend turkey ham because it doesn't spoil quickly and brings consistently successful results. Roll ½ slice of meat and push through the upright meat spikes in the bottom cap. Use care not to restrict airflow to the cotton containing the Bull Run Attractant. Meat must be replaced every 1-2 days to prevent it from spoiling.

**Carbohydrates** - most effective during late summer and fall.

APPLE JUICE (THAWED CONCENTRATE) - COLA BEVERAGES - OVERLY RIPE FRUITS  
SYRUPS - FERMENTING FRUIT JUICES (CIDERS AND FRUIT WINES) - JELLIES

Place carbohydrate, then the cotton ball, into cup in trap's bottom cap. Apply the Bull Run Yellowjacket Attractant onto the cotton ball as directed above.

#### 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:** Deposit in trash for collection. Wash hands with soap and water.

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June 10, 2009 Proposed Master Label (excluding graphics)

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YELLOWJACKET ATTRACTANT (EPA FILE SYMBOL 84565-U) and the Alternate Brand Names:

1. BULL RUN YELLOWJACKET TRAP, and
  2. BULL RUN YELLOWJACKET ATTRACTANT
- 

**MADE IN USA**

Bull Run Scientific, VBT  
7400 Beaufont Springs Dr., Ste. 300  
Richmond, VA 23225-5519  
1-800-\_\_\_\_-\_\_\_\_\_

EPA Reg. No. 84565-\_\_\_\_\_

EPA Est. No. \_\_\_\_\_

©\_\_\_\_\_, \_\_\_\_\_

Made under U.S. patent: \_\_\_\_\_

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YELLOWJACKET ATTRACTANT (EPA FILE SYMBOL 84565-U) and the Alternate Brand Names:

1. BULL RUN YELLOWJACKET TRAP, and
  2. BULL RUN YELLOWJACKET ATTRACTANT
- 

## 1.2. Trap Front Panel Label

Model \_\_\_\_\_

### BULL RUN YELLOWJACKET TRAP

Reusable.

No killing agents - insects die naturally.

Attractant included.

More effective than traps baited with food alone.

Lasts for weeks without daily maintenance.

Catches queens and workers, spring to fall.

Non-toxic mode of action.

Will not trap beneficial honeybees.

#### INGREDIENTS

Active Ingredient:

Heptyl butyrate . . . . . 99.8%

Other Ingredients . . . . . 0.2%

Total . . . . . 100.0%

KEEP OUT OF REACH OF CHILDREN  
CAUTION

Net Wt: 0.05 oz

YELLOWJACKET ATTRACTANT (EPA FILE SYMBOL 84565-U) and the Alternate Brand Names:

1. BULL RUN YELLOWJACKET TRAP, and
2. BULL RUN YELLOWJACKET ATTRACTANT

### 1.3. Trap Back Panel Label

The Bull Run Yellowjacket Trap is proven to catch the following Yellowjacket species:

Yellowjacket Species Common to North America	
Western Yellowjacket <i>Vespula pensylvanica</i>	[Illustrations]
Prairie Yellowjacket <i>V. atropilosa</i>	
California Yellowjacket <i>V. sulphurea</i>	
Blackjacket <i>V. consobrina</i>	
Forest Yellowjacket <i>V. acadica</i>	
Southern Yellowjacket <i>V. squamosa</i>	
Northeastern Yellowjacket <i>V. vidua</i>	
Common Yellowjacket <i>V. vulgaris</i>	
German Yellowjacket <i>V. germanica</i>	
Eastern Yellowjacket <i>V. maculifrons</i>	

Wondering which of these species are in your area? Find out at [www.\\_\\_\\_\\_\\_.com](http://www._____.com).

YELLOWJACKET ATTRACTANT (EPA FILE SYMBOL 84565-U) and the Alternate Brand Names:

1. BULL RUN YELLOWJACKET TRAP, and
2. BULL RUN YELLOWJACKET ATTRACTANT

**NOTE:** This trap will attract only yellowjacket species - not paper wasps. Please note the differences in the physical characteristics between paper wasps and yellowjackets. Coloring may appear identical, but leg length and body shapes differ. Paper wasps have longer legs and a thinner, longer and more separated abdomen.

**Yellowjacket**

**Paper Wasp**

[Illustration]

[Illustration]

Do you need to catch paper wasps and hornets in addition to yellowjackets? Then look for our new AAA Trap for Wasps, Hornets and Yellowjackets - 20 species in all! Visit [www.\\_\\_\\_\\_\\_.com](http://www._____.com) to learn more.

### CATCHING THE QUEENS

Queen yellowjackets emerge from hibernation during the first warm days of spring to look for new nest sites. When you place our traps outside at that time, you can capture these queens and reduce the likelihood that a yellowjacket nest will be established on or near your property.

### DID YOU KNOW?

We offer a 10-week Attractant Cartridge as a refill for this trap. Bull Run also makes a Disposable Yellowjacket Trap. It's perfect for taking on the go. Just add water to lure yellowjackets away from your picnic, barbecue or campground.

Visit [www.\\_\\_\\_\\_\\_.com](http://www._____.com) if you are unable to find a store carrying these products.

### FOR MORE INFORMATION ...

Learn more about yellowjackets and other insects by visiting [www.\\_\\_\\_\\_\\_.com](http://www._____.com)



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YELLOWJACKET ATTRACTANT (EPA FILE SYMBOL 84565-U) and the Alternate Brand Names:

1. BULL RUN YELLOWJACKET TRAP, and
  2. BULL RUN YELLOWJACKET ATTRACTANT
- 

#### 1.4. Trap Pedestal Front Label

##### BULL RUN YELLOWJACKET TRAP

With long-lasting attractant.  
Reusable.  
Works from spring to fall  
Non-toxic mode of action.  
Will not trap beneficial honeybees.  
No killing agents - insects die naturally.

#### 1.5. Trap Pedestal Back Label

Model \_\_\_\_\_

Learn more about yellowjackets and other insects by visiting [www.\\_\\_\\_\\_\\_.com](http://www._____.com)

MADE IN USA  
Bull Run Scientific, VBT  
7400 Beaufont Springs Dr., Ste. 300  
Richmond, VA 23225-5519  
1-800-\_\_\_\_-\_\_\_\_

©\_\_\_\_\_, \_\_\_\_\_

EPA Reg. No. 84565-\_\_\_\_\_  
EPA Est. No. \_\_\_\_\_  
U.S. Patent No. \_\_\_\_\_

#### 1.6. Trap Pedestal Side Labels

Attractant lasts for weeks.  
Double-chambered design prevents escape.  
Durable construction.  
10-Week Attractant Cartridge available.  
Used by major U.S. parks, zoos, resorts, campgrounds & school districts.  
No killing agents — insects die naturally.  
Low maintenance.  
No messy clean-up.  
Will not trap beneficial honeybees.  
Catches queens & workers, spring to fall.

#### 1.7. Attractant Tube Container Label

ATTRACTANT TUBE  
CAUTION: KEEP OUT OF REACH OF CHILDREN

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## 2. BULL RUN YELLOWJACKET ATTRACTANT

### 2.1. Envelope Front Panel

Model \_\_\_\_\_

#### Bull Run YELLOWJACKET ATTRACTANT

4 Week Supply.

No killing agents – insects die naturally.

Lures queens & workers, spring to fall.

For use in the Bull Run Yellowjacket Trap.

Non-toxic mode of action.

Will not lure beneficial honeybees.

#### INGREDIENTS

Active Ingredient:

Heptyl butyrate ..... 99.8%

Other Ingredients ..... 0.2%

Total ..... 100.0%

**KEEP OUT OF REACH OF CHILDREN**

**CAUTION**

See Back Panel for Precautionary and First Aid Statements.

**NET Wt: 0.10 oz**

**2 Attractant Tubes, Each with Net Wt. of 0.05 oz**

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YELLOWJACKET ATTRACTANT (EPA FILE SYMBOL 84565-U) and the Alternate Brand Names:

1. BULL RUN YELLOWJACKET TRAP, and
2. BULL RUN YELLOWJACKET ATTRACTANT

## 2.2.

## Envelope Back Panel

### Bull Run YELLOWJACKET ATTRACTANT

For use in the Bull Run Yellowjacket Trap.

The Bull Run Yellowjacket Attractant is proven to lure the following species: Western Yellowjacket (*Vespula pensylvanica*), Prairie Yellowjacket (*V. atropilosa*), California Yellowjacket (*V. sulphurea*), Blackjacket (*V. consobrina*), Forest Yellowjacket (*V. acadica*), Southern Yellowjacket (*V. squamosa*), Northeastern Yellowjacket (*V. vidua*), Common Yellowjacket (*V. vulgaris*), Eastern Yellowjacket (*V. maculifrons*), and German Yellowjacket (*V. germanica*).

### HAZARDS TO HUMANS AND DOMESTIC ANIMALS

Caution. Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

### FIRST AID

If in eyes:

- Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing.
- Call a poison control center or doctor for treatment advice.

### DIRECTIONS FOR USE

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

1. Remove bottom cap of trap.
2. Place cotton ball inside attractant cup.
3. Cut tip of Attractant Tube.
4. Carefully empty attractant liquid onto cotton.
5. Reassemble and hang trap.
6. Wash hands with soap and water.

**CAUTION:** Due to the extreme effectiveness of the attractant, use caution when placing and maintaining traps. Place and maintain traps in late evening or early morning when yellowjackets are less active. People allergic to yellowjacket stings should allow others to place and maintain traps for them. Yellowjacket stings can be fatal.

### 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:** Deposit in trash for collection. Wash hands with soap and water.

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June 10, 2009 Proposed Master Label (excluding graphics)

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EPA Est. No. \_\_\_\_\_

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**2.3. Attractant Tube Container Label**

See Section 1.7.