

84565-4

11/10/2009

10/12



UNITED STATES ENVIRONMENTAL PROTECTION  
AGENCY

Washington, D.C. 20460

NOV 10 2009

Cynthia Ann Smith  
Agent for Bull Run Scientific, VBT  
Conn and Smith, Inc.  
6713 Catskill Road  
Lorton, VA 22079-1113

Subject: Bull Run Yellowjacket Attractant Label Amendment  
Application Dated: June 09, 2009  
EPA File Symbol: 84565-4  
Decision Number: 417151  
PRIA Code: B 680

Dear Ms Smith:

The amendment referred to above, submitted in connection with registration under FIFRA section 3(c)(5), is acceptable provided that you:

1. Submit and/or cite all data required for registration/reregistration of your product under FIFRA section 3(c)(5) when the Agency requires all registrants of similar products to submit such data.
2. Submit three (3) copies of your final printed labeling before you release the product for shipment. Final printed labeling means the label or labeling of the product when distributed or sold. Clearly legible reproductions or photo reductions will be accepted for unusual labels, such as those silk-screened directly onto glass or metal containers or large bags or drum labels.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6(b). Your release for shipment of the product bearing the amended labeling constitutes acceptance of these conditions.

If you have any questions contact Driss Benmhend at 703-308-9525 or by email at: [benmhend.driss@epa.gov](mailto:benmhend.driss@epa.gov). A stamped copy of the label is enclosed for your records.

Sincerely,

A handwritten signature in black ink, appearing to read "Linda A. Hollis", is written over the typed name.

Linda A. Hollis, Chief  
Biochemical Pesticides Branch  
Biopesticides and Pollution  
Prevention Division (7511P)

Enclosure

2012

**JULY 19, 2009 Proposed Label (with changes implemented)**  
**Based upon the JUNE 19, 2009 ACCEPTED Master LABEL and Eye Irritation Data**  
**for YELLOWJACKET ATTRACTANT (EPA REG. NO. 84565-4)**  
**and the Alternate Brand Names:**  
**1. BULL RUN YELLOWJACKET TRAP, and**  
**2. BULL RUN YELLOWJACKET ATTRACTANT**

**TABLE OF CONTENTS**

	Page
1. BULL RUN YELLOWJACKET TRAP . . . . .	2
1.1. Product Insert . . . . .	2
1.2. Trap Front Panel Label . . . . .	5
1.3. Trap Back Panel Label . . . . .	6
1.4. Trap Pedestal Front Label . . . . .	8
1.5. Trap Pedestal Back Label . . . . .	8
1.6. Trap Pedestal Side Labels . . . . .	8
1.7. Attractant Tube Container Label . . . . .	8
2. BULL RUN YELLOWJACKET ATTRACTANT . . . . .	9
2.1. Envelope Front Panel . . . . .	9
2.2. Envelope Back Panel . . . . .	10
2.3. Attractant Tube Container Label . . . . .	11

**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**

**NOV 10 2009**

Under the Federal Insecticide, Fungicide,  
and Rodenticide Act, as amended, for  
the pesticide registered under  
EPA Reg. No. 84565-4

30912

July 13, 2009 Proposed Label  
based upon the June 19, 2009 Accepted Master Label and Eye Irritation Data  
YELLOWJACKET ATTRACTANT (EPA Reg. No. 84565-4) 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

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]

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.

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YELLOWJACKET ATTRACTANT (EPA Reg. No. 84565-4) and the Alternate Brand Names:  
1. BULL RUN YELLOWJACKET TRAP, and  
2. BULL RUN YELLOWJACKET ATTRACTANT

### 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.

50412

July 13, 2009 Proposed Label

Page 4 of 11

based upon the June 19, 2009 Accepted Master Label and Eye Irritation Data

YELLOWJACKET ATTRACTANT (EPA Reg. No. 84565-4) and the Alternate Brand Names:

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

**MADE IN USA**

Bull Run Scientific, VBT

3900 Westerre Parkway, Suite 300

Richmond, VA 23233

1-800-\_\_\_\_-\_\_\_\_

EPA Reg. No. 84565-4

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

©\_\_\_\_\_, \_\_\_\_\_

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

6 of 12

July 13, 2009 Proposed Label

Page 5 of 11

based upon the June 19, 2009 Accepted Master Label and Eye Irritation Data

YELLOWJACKET ATTRACTANT (EPA Reg. No. 84565-4) 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 .....	<u>0.2%</u>
Total .....	100.0%

KEEP OUT OF REACH OF CHILDREN  
CAUTION

Net Wt: 0.05 oz

July 13, 2009 Proposed Label

based upon the June 19, 2009 Accepted Master Label and Eye Irritation Data

YELLOWJACKET ATTRACTANT (EPA Reg. No. 84565-4) 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).

80412

July 13, 2009 Proposed Label

Page 7 of 11

based upon the June 19, 2009 Accepted Master Label and Eye Irritation Data

YELLOWJACKET ATTRACTANT (EPA Reg. No. 84565-4) 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)



90412

based upon the June 19, 2009 Accepted Master Label and Eye Irritation Data

YELLOWJACKET ATTRACTANT (EPA Reg. No. 84565-4) 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

3900 Westerre Parkway, Suite 300

Richmond, VA 23233

1-800-\_\_\_\_-\_\_\_\_

©\_\_\_\_\_, \_\_\_\_\_

EPA Reg. No. 84565-4

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

10 of 12

July 13, 2009 Proposed Label

Page 9 of 11

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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

NET Wt: 0.10 oz  
2 Attractant Tubes, Each with Net Wt. of 0.05 oz

based upon the June 19, 2009 Accepted Master Label and Eye Irritation Data.

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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*).

**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.

**MADE IN USA**

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### 2.3. Attractant Tube Container Label

See Section 1.7.