

INCREASE YIELD POTENTIAL

Studies show that BrowseBan® increases marketable yields by deterring deer and other animals from feeding on crops

ENHANCE CROP QUALITY

With continuous applications, BrowseBan® protection has been shown to decrease animal traffic in fields, thereby reducing damage to crops caused by trampling

IMPROVE FOOD SAFETY

By protecting crops from pre-harvest animal contamination, BrowseBan® helps produce a safe and healthy product for consumers

The Impact of Animal Browsing



Wildlife damage to agricultural crops is a widespread concern throughout the United States, resulting in economic losses estimated at more than \$4.5 Billion annually. In some areas, growers have been forced to abandon viable agricultural land because their profits are consumed year after year by hungry animals. The average deer alone eats approximately 2,000 lbs of commercially grown produce a year.

Animals wreak havoc to crops, not just by eating some portion of a plant, but also by trampling crops as they migrate through fields. This type of damage during critical reproductive stages generally prevents a plant from growing and reaching its full potential. Even mature crops suffer from this beating and may never make it to market because of bruises or tears. Male deer are especially devastating to tree crops when they

rub their antlers against the trunks during rut season, sometimes killing the entire tree.

With an increasing number of E. coli outbreaks, salmonella, and other food-borne pathogens, food-safety is at the forefront of everyone's mind. Producers are constantly looking for ways to prevent animals from defecating in their fields, which is a major source of pre-harvest contamination. Keeping animals out of fields and away from crops is the only reliable solution to this growing problem.

BrowseBan® Protection

- BrowseBan® is a safe and natural plant protectant that has been scientifically engineered to protect agricultural crops from the damaging effects of animal browsing
- Based on *Advanced Animal Aversion Technology™*, BrowseBan® expertly combines three barriers of protection into one easy-to-use formula to defend plants against harmful animal activity

FAST FACTS

- SAFE AND NATURAL ACTIVE
- NON-TOXIC MODE OF ACTION
- APPROVED BY THE EPA
- TANK MIXABLE
- EASY TO APPLY
- BROAD COMPATIBILITY
- COST EFFECTIVE

“Very effective... I'd use it anywhere we have deer problems.”

- Vegetable Grower (Hart, MI)

- No other formulation compares to BrowseBan's ease of use or effectiveness at reducing wildlife damage to fruits, vegetables, and row crops
- Incorporating BrowseBan® protection as part of a planned spray program helps growers maximize return from every acre they plant through increased yield potential, enhanced quality, and improved food safety.

BROWSE BAN®
EC-ANIMAL REPELLENT

Manufactured By:
Repellex® USA, Inc.
PO Box 396
Niles, MI 49120
1-877-737-3539
www.browseban.com

DID YOU KNOW?

Deer are migratory animals, traveling as much as 10 miles a day in search of food and shelter.

The deer you chase away today may not be the same deer you see tomorrow. Consistency is critical to any deer management program.

Success cannot be achieved with isolated or sporadic treatments. A dedicated routine treatment program is necessary for long-term success.

How Does BrowseBan® Work?

Available in an easy-to-use emulsifiable concentrate, BrowseBan® is sprayed directly on the plant surface and forms a protective coating that deters animals from feeding on crops and migrating through fields. Based on *Advanced Animal Aversion Technology™* (AAA Technology), BrowseBan® is a complex blend of select capsaicinoids- derived from natural, highly purified, and highly concentrated extractives of chili peppers- that has been expertly formulated to create three distinct barriers of protection: scent, taste, and irritant aversions. AAA Technology™ provides maximum defense against the devastating effects of animal browsing. Applied throughout the growing season or at the earliest onset of animal activity, BrowseBan® enables plants to grow and reach their full potential.



STAGE 1: SCENT AVERSION

Although not offensive to humans, BrowseBan® has an acute odor that is rapidly detected by animals. At first introduction, animals fear the unknown scent and instinctively flee the area to escape the threat. Some animals may never enter a treated area again.

STAGE 2: TASTE AVERSION

When alternative habitats are scarce, hungry animals may risk potential danger in search of food. But, after one bite of BrowseBan®, animals quickly learn that the threatening odor is associated with a highly unpleasant taste. This deters most animals from browsing further.

STAGE 3: IRRITANT AVERSION

In extreme cases, starving animals will feed on even the most unpalatable plants in order to survive. However, BrowseBan® also creates an intense “burning” sensation when ingested. Although safe and natural, animals perceive this irritation to be dangerous and avoid treated plants for good.

INFORMATION for Maximizing Success

BrowseBan® begins to work immediately. However, maximum repellency is reached at different stages of treatment depending on the severity of animal damage. In stages 2 and 3 above some browsing will occur before an animal learns to avoid treated crops. The duration of that “learning period” will vary based on the number of animals in the area.

For best results, BrowseBan® should be applied prior to or at the earliest onset of animal activity. Where damage is severe, start treatments at least 2 weeks before the anticipated browsing period and/or the critical stages of plant growth. Repeat treatments every 7 days as needed through harvest.

BrowseBan® is designed to easily wash off crops post-harvest. Water will remove BrowseBan® from the plant. As such, it must be re-applied after rainfall or irrigation in order to maintain its effectiveness.

The power of BrowseBan® comes from the *heat* in chili peppers, which dilutes in water. For best results, follow the recommended dilution ratio of 1 gal BrowseBan® per 100 gal water (1% v/v). Additional water may reduce effectiveness.

“Deer control is essential to achieving uniformly strong tree growth. BrowseBan® spray repellent has significantly reduced deer damage in our commercial orchards- I have been VERY happy with the results. We now recommend increased use of BrowseBan® to our customers.”

*- Jeff Alicandro, Crop Consultant
with agr.assistance*