



NEXT GENERATION

Merus[®] 3.0 Adulticide

*Where public health
meets public preference™.*

Four reasons why customers began using Merus 3.0



1 Public pushback.

Florida Keys MCD



Tell the public you use products labeled for use in organic crops builds trust in your program.



305 Mosquito Control ✓

@305Mosquito

Following

Truck spraying with the [#larvicide](#) used in organic farming called [#Bti](#) will take place during the predawn hours TOMORROW in [#NorthBeach](#), [#BalHarbour](#) & [#SunnysIslesBeach](#). Remember - stay back 100 feet! Click bit.ly/2CLOzlc for more info.



Miami-Dade County Mosquito Control and Habitat Manage...

Miami-Dade County performs larviciding spray treatments to eliminate mosquito larvae using truck-mounted equipment to apply the organic pesticide Bti (Bacill...

youtube.com



With Merus you say the same thing about your adulticide.



305 Mosquito Control ✓

@305Mosquito

Following



Truck spraying with an **#adulticide** compatible with organic farming called **#Merus** will take place TOMORROW evening in **#NorthBeach**, **#BalHarbour** & **#SunnyIslesBeach**.



Miami-Dade County Mosquito Control and Habitat Manage...

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[youtube.com](https://www.youtube.com)



2

Wider spray window
to control peak
population periods.

Targeting *Mansonia spp.*

Typical Mission



13,563.5 Acres

"Targeted" Approach



2,211.5 Acres

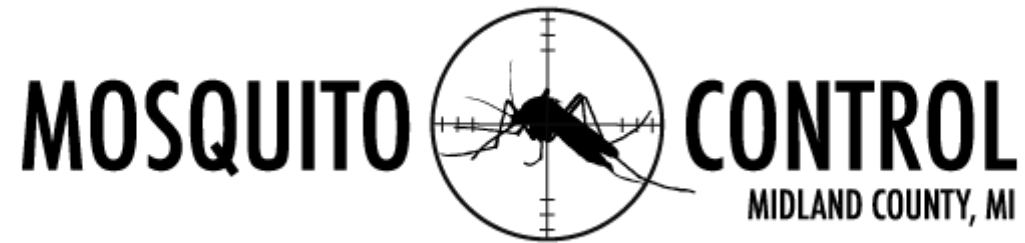
- 12/3/18 Dibrom mission conducted using 0.46 oz/acre at 10 pm
- 1/3/19 Merus 3.0 mission conducted using 0.83 oz/acre at [5:30pm]

Operational Efficiencies

- Treatment block was reduced by 84%
- Gallons of product was reduced by 69%
- Mission cost was reduced by 55%



3 Efficacy



May 2020: Two dam failures in Midland County, MI result in extremely high mosquito populations.

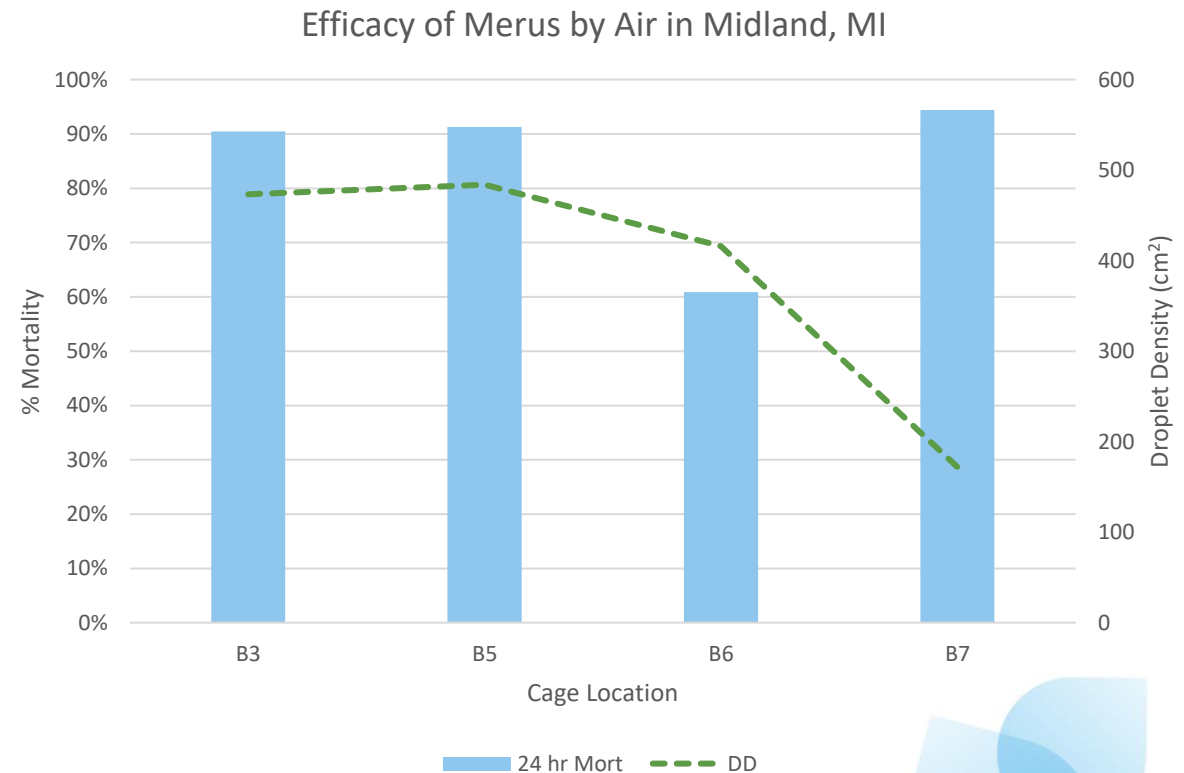
Merus was chosen for emergency aerial applications to improve quality of life for area residents.



MIDLAND, MI

Operational Performance Snapshot

- 4 cages of locally-collected adult mosquitoes are placed in the treatment zone on a spray night
- Even with sub-optimal wind conditions, three of the four treated cages show at least 90% mortality within 24 hours



4

Able to treat next to organic crops.

OMRI Listed Merus 3.0

- Listed by the Organic Material Review Institute for use in and around organic farms
- Improves relationship with local organic growers
- Reduces shutoffs and builds good will with commercial and private organic farmers



SACRAMENTO-YOLO
MOSQUITO
& VECTOR
CONTROL
DISTRICT





Bonus

What if you could
promote a sustainable
mosquito control
program?

Imagine promoting GreenCare mosquito control.



GreenCare mosquito control kicks off this week with bike treatments of catch basins.



GreenCare mosquito control program shows love to your organic gardens with Merus adulticide.

A GreenCare Mosquito Control Program



FOR IMMEDIATE RELEASE

Contact: Jessica Ravens
791-420-2626

Tri-County Mosquito Abatement District launches **GreenCare** mosquito control program.

Reduced carbon footprint application methods and products that can be use in and around organic crops highlight new program

YOUR CITY, STATE. (Date)

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Vivamus a tellus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci. Aenean nec lorem.]



A GreenCare Mosquito Control Program

Jeff Brandt
Director



Where Are You Now?

		Public Acceptance
Application	All electric - ProMist	●
Larvicide(s)	Bti & Natular (OMRI)	●
Adulticide(s)	Naled Malathion Permethrin 30+30	● ● ●



Where Could You Be?

		Public Acceptance
Application	All electric - ProMist	●
Larvicide(s)	FourStar Natular (OMRI)	● ●
Adulticide(s)	Merus 3.0 (OMRI)	●



Customer PR Support

- Clarke supplies customizable templates
 - Newsletter
 - Press Release
 - Social Media Posts
 - Media training
 - On-site local media interface if needed



Product Selection to Meet Public Preference

		Public Acceptance
Application	All electric - ProMist	●
Larvicide(s)	Bti & Natular (OMRI)	●
Adulticide(s)	Naled Malathion Permethrin Merus 3.0 (OMRI)	● ● ● ●



An EcoTier Approach To Product Selection



CONVENTIONAL

CHARACTERISTICS

- > Old science and technology
- > Gas powered
- > Oil-based ingredients
- > 20+ Years old / end of life



ADVANCED

CHARACTERISTICS

- > Smarter science and technology
- > Electric powered
- > Synthetic ingredients
- > 15 Years old / mid-life



NEXTGEN

CHARACTERISTICS

- > Cutting edge science and technology
- > Human, renewable energy powered
- > Organic and / or Natural ingredients
- > Less than 5 years old / new life





NextGen

Merus[®] 3.0 Adulticide

The only wide area public health
adulticide labeled for use in or around
organic crops.



Meets USDA's NOP standards
for use in organic production

OMRI Listed


New Merus 3.0 Highlights

- All new carrier formulation with low/no odor
- Lower price
- Crop tolerance labeling
- Ground and aerial ULV application
- No synergist or petroleum distillates



Where
public health
meets
public preference





Active ingredient is a **botanical insecticide** extracted from chrysanthemum flowers

Use with confidence in and around **conventional** farming, **organic** agriculture *and* **residential** settings

The only adulticide that meets USDA **National Organic Program** standards and is **OMRI Listed**.



MERUS[®] 3.0

 FOR USE IN ORGANIC PRODUCTION

DIRECTIONS FOR USE

For control of adult mosquitoes in Outdoor Residential, Recreational, Urban, Industrial, and Agricultural Areas. For use over agricultural crops, including those intended for human consumption, pasture, and rangeland. For Aerial and Ground ULV Application.

Active Ingredient:

Pyrethrins, a botanical insecticide	5.0%
Other Ingredients	<u>95.0%</u>
	100.0%

Contains 0.365 pounds Pyrethrins per gallon



Merus[®] 3.0

What makes one of the oldest natural botanical insecticides so effective.

Natural Pyrethrum

The power of 6

With the 6 isomers instead of 1 or 2, the natural pyrethrum in **Merus has more binding diversity than synthetic mimics.**

- Allows Merus to **have a more robust effect on varied species.**
- Can be **more effective even if KDR or metabolic resistance is present.**
- Can be **effective without a synergist** due to this 6-point binding diversity and the formulation.





*Integrating products that
meet public preference.*

Thank you.