



## Italian trout farm successfully **eliminates bird presence by 90%** with the **AVIX Autonomic bird deterrent**

|   |  |
|---|--|
| Location  | Campello sul Clitunno, Perugia, Italy      |
| Application context                                 | Fish breeding farm (trouts)                |
| Problem definition                                  | Birds eating and damaging fish             |
| Bird species  | Herons, Egrets, and cormorants             |
| Bird behavior                                       | Perching, foraging                         |
| Time of the year with bird problems                 | All year                                   |
| Time of day with bird presence                      | All day, most present during dawn and dusk |
| Laser projection area                               | 8.000 square meter (0,8 ha)                |
| Number of systems                                   | 2 x AVIX Autonomic Mark II                 |
| Birds reduction after the system has been installed | 90%  |
| In use since  | 2023                                       |
| Number of birds before laser deployment             | Hundreds                                   |
| Number of birds before laser deployment             | Dozens                                     |



**0.8 ha of water in  
Perugia, Italy**



**Herrons, Egrats and Comorants  
eating and damaging fish**



**90% bird presence reduction  
after the laser deployment**

## **Fish farm is expressing its confidence in the **long-term effectiveness** of the automated laser bird deterring system**

**Erede Rossi Silvio** is a long-established, family-owned company with a robust presence in the aquaculture industry, operating multiple fish farms across Italy and various European countries. Specializing in trout production and boasting a legacy spanning 60 years, the company has evolved from its humble beginnings into a prominent industry leader, overseeing all crucial processes related to fish production.

In recent years, the company has faced challenges posed by a significant population of herons, egrets, and cormorants gathering near the fish farms, causing substantial issues for production. Despite employing various approaches, such as netting and scaring sounds, none proved sufficient to mitigate the damage to the fish farm. The birds, present year-round, not only consumed significant quantities of fish but also inflicted severe injuries and damage to nets while attempting to access the ponds.

In the quest for a viable solution, the fish farm discovered the innovative technology of Bird Control Group, specifically their **automated laser bird deterrent, AVIX Autonomic**. This groundbreaking solution employs a green laser light to gently move birds away from critical areas without causing harm. In contrast to traditional bird deterrents, this technology has proven to be not only effective but also a long-term solution, ensuring a swift return on investment.

Since implementation, the reduction in bird presence has been remarkable. During the day, there has been a substantial decrease in bird activity, and during the night, their presence is virtually nonexistent. Crucially, the adopted solution is eco-friendly, safeguarding the site without causing harm to birds or other wildlife and ensuring minimal disruption to neighbors.

*'We installed a laser system 100 days ago, the system has been working well, having significantly reduced bird presence in our fish farm. The system has been particularly effective during nighttime.'*

Rodolfo Rossi

