



## Tasmanian Vineyard Successfully Implements AVIX Autonomic Laser Bird Deterrent, Eliminating Costly Bird Netting

Location	Bellbrook Vineyard in Swansea, Tasmania Australia
Application context	Vineyard
Problem definition	Pest pressure from birds and difficult implementation of bird netting
Bird species	Starlings, Jays, Parrots, and Ravens
Bird behavior	Foraging, perching
Time of the year with bird problems	January–April
Time of day with bird presence	Sunrise to sunset
Laser projection area	270,000 square meter (27 ha)
Number of systems	8 x AVIX Autonomic Mark II
In use since	2020



**27 ha vineyard  
in Swansea, Tasmania Australia**



**Starlings, Jays, parrots and ravens  
were foraging and perching**



**Saving labor costs with the bird  
control technology**

## The versatility of the AVIX laser technology **optimizes bird control** efforts while minimizing operational disruptions during harvest

Bellbrook Vineyard in Tasmania used to experience significant challenges due to pest pressure from crows, black jays, and parrots. Notably, the vineyard abstained from using traditional netting methods due to logistical issues, such as late deliveries of nets, and concerns about environmental impact, particularly regarding the use of microplastics.

They were first introduced to the AVIX Autonomic Laser Bird Deterrent in 2020 when they made contact with Michelle Kerr from [Bird Beam Laser Bird Control System](#). The cutting-edge system stemmed from the inadequacies of netting solutions.

According to Vineyard Manager Jay Dillon, installing netting over the vineyard is a labor-intensive process that takes nearly a week. Instead, with laser technology, the vineyard can save on labor costs, diesel consumption, and the need for a dedicated crew to manage netting operations.

One of the main benefits is the versatility of laser technology, which enables it to concentrate on regions

with higher pest pressure by varying the lasers' speed and concentration. This flexibility enables the vineyard to optimize pest control efforts while minimizing operational disruptions during harvest.

With the AVIX Autonomic Laser Bird Deterrent, Jay is able to target specific grape varieties. By selectively deploying lasers on certain grape varieties, such as charrasse and sav blanc, after other varieties have been harvested, they can effectively manage pest pressure without affecting the entire vineyard.

Despite initial skepticism, Jay recommends laser technology to other vineyards facing similar challenges, believing it to be a worthwhile investment based on their positive experience.



**Scan the QR code** and watch the full testimonial on Youtube.



*"We bought some nets, but we never ever got to use them, cause they arrived too late, and that's how we got involved with the lasers, It's a lot more cost-effective than buy nets, and run nets and using them all in the right place takes time."*

**Jay Dillon**, Vineyard Manager