



FOR IMMEDIATE RELEASE

Airplane bird strikes continue. Stubborn geese difficult to deter – NOT impossible.

CHICAGO, IL, November 8, 2011 – Two bird strikes occurred at JFK Airport last week on the same day. Two totally separate incidents. Two damaged airplanes. Two very unlucky birds. Fortunately, both planes were able to land safely so that no one on board was injured.

These interferences are an ongoing problem for airports of all sizes across the country. A total of 96,626 bird strikes to civil aircraft in the USA were reported from 1990-2009 (according to the [FAA Wildlife Strike Database](#)). Each incident can cost hundreds of thousands of dollars in equipment damage, not to mention the immeasurable threat to flight safety.

Canada geese are one of the worst offenders when it comes to airplane bird strikes, due to size and numbers. Weighing up to 18 lbs, they are capable of causing serious damage to aircraft – and there are millions of them in North America.

Controlling stubborn geese is challenging and complex. But research shows that when their natural instincts are used against them, geese can be conditioned to stay away from an area for good. Professor and biologist, Dr. Philip Whitford, has spent a lifetime studying the Canada goose and is certified by the FAA as an airport wildlife hazard management consultant.

[Dr. Whitford specializes in the vocalizations of geese](#) and is the first and only researcher to capture the rare goose ‘alarm’ call in a recording. Working with bird control experts at Bird-X, Dr. Whitford developed an ‘alarm and alert’ call playback device called the [GooseBuster](#). This sonic repeller has four speakers that broadcast lifelike recordings of the natural warning calls across up to seven acres. To humans, the noises sound like familiar goose calls, but to pest geese the message is very specific: ‘DANGER’. This type of frightening experience triggers the birds’ instinct to avoid the area in the future. Multiple studies have shown that when pest geese are exposed to the GooseBuster’s sonic attacks, the conditioning process begins immediately and they quickly learn to find an alternative site.



Dr. Whitford studies the behavior of the Canada goose.

With so many major airports situated on large bodies of water, it’s no surprise that Canada geese make themselves at home on airfields, taking flight dangerously close to the jets. However, airport wildlife specialists are encouraged to be persistent and make sure their bird control programs remain ongoing. With science-based solutions like the GooseBuster, it is more possible than ever – not only repel pest geese – but to teach them to stay away for good.

For more information about Bird-X and other pest and bird control solutions, visit www.bird-x.com.

About Bird-X, Inc.

Bird-X is the leading brand of humane pest and bird control solutions worldwide, protecting human health, wildlife and the environment in which we all live. Established in 1964, the Chicago based company manufactures a complete line of unique pest control products with an unmatched focus on quality, efficacy and customer service

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