



Viral Success: Bellingar Estates Safeguards Grapes with Laser Bird Control Technology

Bellingar Estates, a 9.5 acre vineyard west of Newberg in Oregon's wine country, was plagued by starlings causing significant damage to the grape crop. Owner Evan Bellingar's quest for an efficient solution led him to the cutting-edge laser bird deterrent, [AVIX Autonomic Mark II](#).

The traditional approach

Before discovering the innovative laser technology, Evan resorted to bird netting, investing around \$800 per acre. Although effective, this labor-intensive bird control method required yearly installation and removal, resulting in recurring expenses.

The innovative solution

Evan joined forces with a fellow blueberry grower concerned about bird damage. Their quest for a more efficient bird control solution led them to [AVIX Autonomic Mark II](#), a state-of-the-art laser bird deterrent. This automated system mimics a predator's presence by projecting a green laser light across the fields. Birds perceive the green laser frequencies as solid objects, making the system remarkably effective.

The system has been successfully implemented at the farm.



9.5 acre vineyard
in Newberg, Oregon



Starlings causing significant
damage to the grape crop



Significant bird reduction after
the laser deployment



Laser bird deterrent results and performance

The transition to laser bird control significantly reduced crop damage, especially from starlings. The farmers experienced minimal losses, with virtually no damage in the current year, even during the birds' most active month, August.

This silent solution harmonized seamlessly with the local community, comprising neighbors, Airbnb guests, and a wedding venue.

"It took me two posts to get from 1,500 to 13,000 followers. It was really fun to share agricultural education and dispel misinformation about the laser, as some assumed it harmed the birds when, in fact, it doesn't."

Evan Bellingar, Owner at Bellingar Estates vineyard

A viral success story

Evan's success with laser bird control went viral when he shared his experience on Instagram, reaching over 10 million people. He commented, "It took me two posts to get from 1,500 to 13,000 followers. It was really fun to share agricultural education and dispel misinformation about the laser, as some assumed it harmed the birds when, in fact, it doesn't."

Key benefits of laser bird control

Cost-Efficiency: Adopting laser bird control significantly reduced expenses, eliminating the need for costly bird netting and resulting in substantial annual savings.

Efficiency and effectiveness: The laser technology demonstrated remarkable efficiency in bird deterrence, offering nearly complete protection with minimal crop damage, even in areas with suboptimal laser coverage.

Community-friendly: Unlike traditional methods like cannons or bird alarms, the laser solution was far less disruptive, making it more community-friendly and suitable for agricultural environments close to residential areas.

Ease of implementation: The transition to laser bird control was smooth, and the device was relatively easy to install and manage, ensuring minimal hassle for the farmers.