

## Odor Control

### BiOWiSH™ helps control odors at San Antonio Stock Show and Rodeo

#### Background

Started in 1950, the San Antonio Stock Show and Rodeo is one of the largest livestock shows in the United States. Hosting over 1.4 million visitors for 18 days in February, the annual event consists of a livestock show, horse show, livestock auctions, and a Professional Rodeo Cowboys Association (PRCA) Rodeo among other educational exhibits. In previous years, the stock show had encountered significant malodor in several exhibition areas, resulting in numerous complaints from participants, exhibitors and attendees. Staff from the San Antonio Stock Show and Rodeo worked with BiOWiSH Technologies to help control odors at the 2011 show. The target areas for treatment included:

- Cattle holding area of the Horse Show Arena
- Swine barn holding annex
- Auction barn
- “Animal Adventures” livestock educational exhibit



Cattle holding area of the Horse Show Arena

#### Objectives

BiOWiSH Technologies worked closely with stock show staff and volunteers to implement a site-specific treatment program designed to meet the following objectives in the four problem areas of the event venue:

- Minimize odor emissions
- Minimize ammonia emissions
- Improve the general aesthetics

#### Manure & Odor Treatment Benefits

- Begins working in minutes to remove odor
- Reduces ammonia by up to 80%
- Cuts Volatile Organic Compounds by up to 90%
- Reduces flyer numbers by removing organic attractants
- 100% natural and non-toxic

#### Available Sizes

- 100g/3.5oz
- 1kg/2.2lb



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## Solution

The result of over 18 years of research and development, BiOWiSH™ is a powerful blend of biocatalysts that speed up bio-chemical reactions at a rate faster than unaided processes or current technologies.

*BiOWiSH™ Manure & Odor Treatment* has been developed specifically for an immediate knockdown of odor. This product begins working in minutes, reacting bio-chemically with odor-causing molecules, to break down Volatile Organic Compounds (VOC) into inert and smell-free end products. The key benefits of *BiOWiSH™ Manure & Odor Treatment* are:

- Removes rather than masks odors
- Reduces Ammonia by up to 80%
- Cuts VOCs by up to 90%
- Reduces fly numbers by removing organic attractants

## Implementation Program

*BiOWiSH™ Manure & Odor Treatment* is suitable for a wide range of odor control and cleaning applications at livestock shows. Treatment protocols and dosages will be site-specific and depend on the severity of the issues that need to be addressed.

BiOWiSH™ is 100% natural and comes in a powder form. It must be pre-activated by mixing in water before applying to the target area allowing for as wide a distribution as possible. A multipurpose tank and hand held spray device is recommended. The product should be re-applied every 1-2 days or as necessary when odor increases.

## Results/Testimonials

During the 2011 San Antonio Stock Show and Rodeo participants, exhibitors and attendees noticed a significant reduction in odor and ammonia in relation to years past. Show staff and volunteers recognized the value in using BiOWiSH™ at the stock show and intend to expand its use in the future. Some of their comments about BiOWiSH™ are below:

*“Throughout the show I didn’t hear anything but good out of the product and in the future I can’t see us not wanting to use it again for odor control (in the swine barn)”*

**Bill Jerman, Chairman of Livestock Committee**

*“There was definitely less bleeding of odor into the commercial exhibits. Last year we received a lot of complaints from vendors, this year (using BiOWiSH™) there were next to none!”*

**Katie Reynolds, Horse Show Director**

*“On the last day I was walking out of the horse arena and the first thing I heard an exhibitor say was ‘it smells so great in here!’ Obviously there was no smell in there at all.”*

**Sarah Meissel, Executive Assistant**

## Contacts

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