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Sales

Memphis, TN



# Introduction and Overview



## *Isagro... A Global Player*



- US operations based in Raleigh, NC
- Parent based in Milan, Italy
- Develops, Manufacturers and Markets Crop Protection Products
- Not a post-patent product company
- Over 30 years in crop protection
- Sell in over 80 countries
- Current US products:
  - Orthosulfamuron (Strada)
  - Tetraconazole (Domark, Eminent)
  - Novel copper compounds (Kentan, Badge)



# ***Product Description***



- **A new ALS inhibitor (orthosulfamuron) for control of broadleaf, sedge and aquatic weeds in rice. STRADA is conveniently formulated as a WG for postemergence foliar applications and as a GR for in flood applications**



# STRADA WG – Mid-South



- **Common Name :** Orthosulfamuron (sulfamoylurea)
- **Mode of Action:** ALS inhibitor; systemic action; foliar and root absorption
- **Formulation:** 50% WG
- **Application Timing:** Postemergence foliar spray
- **Rates:** 1.7 to 2.1 oz product/A
- **Packaging:** 42 oz bottle – 20 to 25 acres/bottle
- **Eco-Tox Profile:** Very good
- **Environmental Fate:** Very good (quick degradation)







# STRADA Positioning

**Mid-South**



# STRADA WG – Mid-South



## 2008 Update and Label Changes

- **Measuring Device**
- **Weeds Controlled Table:**
  - Updated to include weed sizes
- **Aerial Application Changes:**
  - Command tank mixtures
    - Command + Strada
    - Command + Strada + SuperWHAM!



## Weeds Controlled

- jointvetch spp.
- hemp sesbania
- rice flatsedge
- spreading dayflower
- ducksalad
- eclipta
- teaweed
- morningglory spp.
- smartweed spp.
- purple ammannia
- waterplantain
- gooseweed



# STRADA WG Mid-South



## Rotational Crop Guideline

Crop	Months Before Planting
Sugarcane	1
Corn (all)	3
Small Grains	3
Cotton	6
Soybean	6
All other crops	12





# ***STRADA WG Positioning***



- ***STRADA WG should always be used as part of a complete weed control program***
- ***Example programs:***
  - Newpath fb Strada
  - Command fb Strada
  - Propanil + Strada



# ***24c aerial labels***



- **24c label allowing aerial application of**
  - **Command + Strada**
  - **Command + Strada + SuperWHAM!**
- **States – Arkansas, Louisiana, Mississippi, Missouri, Texas**





# Command +/-fb STRADA

	Command	STRADA	Command + STRADA
barnyardgrass	9	0	9
sprangletop	8.5	0	8.5
fall panicum	9	0	9
hemp sesbania	0	9	9
jointvetch spp.	0	9	9
purple ammannia	0	9	9
dayflower	3	8	8
ducksalad	7	8	8
eclipta	0	8	8
annual sedges	0	9	9
yellow nutsedge	0	7	7



# Newpath + STRADA

	Newpath	STRADA	Newpath + STRADA
red rice	9.5	0	9.5
barnyardgrass	9	0	9
sprangletop	8	0	8
fall panicum	9	0	9
hemp sesbania	0	9	9
jointvetch spp.	0	9	9
purple ammannia	8	9	9
dayflower	7	8	8
ducksalad	8	8	8
eclipta	5	8	8
annual sedges	9	9	9.5
yellow nutsedge	8	7	9



# Strada + propanil – mid-season



	propanil mid-season ratings	STRADA	propanil + STRADA
barnyardgrass	4	0	4
fall panicum	4	0	4
hemp sesbania	8	9	9
jointvetch spp.	3/4	9	8/9
purple ammannia	4	9	9
dayflower	0	8	8
ducksalad	3	8	8
eclipta	6	8	8
annual sedges	5	9	9
yellow nutsedge	3	7	7



**Thank You**

**Additional information  
available at  
[www.isagro-usa.com](http://www.isagro-usa.com) or  
[www.stradaherbicide.com](http://www.stradaherbicide.com)**