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EPA Registration Secured

## ISAGRO USA LAUNCHES NEW STRADA™ WG HERBICIDE FOR WEED CONTROL IN RICE

After five years of extensive testing in all rice growing areas in the U.S., EPA registration has been granted for STRADA™ herbicide for use in rice. STRADA provides broad-spectrum control of broadleaf, sedge and aquatic weeds. Key weeds controlled include hemp sesbania (coffeebean), northern jointvetch (indigo), yellow nutsedge and ducksalad.

New STRADA™ WG herbicide for foliar applications is available for the 2007 season to rice growers in the Mid-South. (New STRADA™ GR, a granular formulation for applications into the flood will be available for the 2008 season. California registrations for both products are expected in late 2007.)

The active ingredient in this new herbicide is orthosulfamuron, a sulfamoylurea that is an acetolactate synthase (ALS/AHAS) inhibitor. Like other products from this proven family of herbicides, STRADA herbicide inhibits the production of branched-chain amino acids found only in plants. It is absorbed via foliar, shoot and or root uptake pathways.

STRADA herbicide adds significant value to typical weed control programs in rice, helping to complete the spectrum of activity in programs using Command, Facet and SuperWHAM! This new herbicide also is well suited for use in a Clearfield rice program using Newpath.

Growers are advised to apply the herbicide within 10 days of permanent flood establishment to gain maximum control of labeled weeds and prevent weed reemergence.

Independent, university and company trials conducted over a five-year period demonstrate that STRADA herbicide is also easier on the crop, with considerably less root injury and plant stunting than other ALS products, resulting in significantly higher crop yields. "These research results confirm why we feel STRADA herbicide will be an important new tool for rice growers," according to Mark Quick, National Sales and Marketing Manager for Isagro USA.

Quick adds that Memphis-based RiceCo LLC will provide product support for STRADA WG herbicide in 2007. RiceCo specializes in providing growers with technology, crop protection products and services related to rice farming worldwide.

## Isagro background

Isagro SpA is a global player in crop protection products that expects to increase its presence within the U.S. marketplace with products such as STRADA herbicide. Isagro products currently marketed in the United States are:

- Domark® 230 ME, a fungicide (tetraconazole) for the control of Asian rust disease in soybeans, marketed by Valent USA. This active ingredient is a leading product for control of Asian soybean rust in Brazil.
- Eminent® 125 SL, a fungicide (tetraconazole) for the control of cercospora in sugar beets, marketed by Sipcam Agro USA;
- Badge™ SC, a copper-based fungicide used to control citrus diseases such as melanose, scab, greasy spot and citrus canker, marketed by Isagro USA. It is labeled for use on a wide range of fruit and vegetable crops. This product is a mixture of two copper salts (copper oxychloride and copper hydroxide) in a patented synergistic blend.
- Kentan® DF fungicide, a copper-hydroxide product that offers fruit and vegetable growers key benefits such as a high-degree of rainfastness due to a unique formulation combined with a small particle size, marketed by Isagro USA.

Isagro USA, Inc. (formed in January 2004) is headquartered in Morrisville, NC (Research Triangle Park). It is a subsidiary of Isagro SpA, located in Milan, Italy. Isagro SpA is a well-regarded and established discoverer, manufacturer, formulator and marketer of crop protection products, with sales in more than 80 countries worldwide. STRADA herbicide is only one in a line of new crop protection products under development by this research-oriented company.

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