



## Media Release

Thursday May 10, 2007

# Achieve reliable wild oat and ryegrass control in winter cereals

AUTUMN rains have brought the opportunity to plant winter cereals across much of Australia's cereal belt - but they have also set up conditions for major infestations of wild oats, annual ryegrass and phalaris.

Weeds will be quick to take advantage of improved seasonal conditions after a long dry spell. With drought disrupting many farmers' weed control plans – including crop rotation or use of pre-emergent herbicides - the weed seedbank is well stocked and ready to germinate with the first rains.

Crop Care Marketing Manger Sharon Dew: "With some useful autumn rains - but uncertain predictions about winter rain – growers across much of Australia's broadacre cropping regions are planting winter cereals as a safe option.

"However after such a long dry period, crop-germinating rains will also be weed-growing rains. As cereal crops come through, so will annual ryegrass, wild oats and phalaris.

"In these uncertain conditions, it's wise to stick with a fast-acting post-emergent herbicide that you know to be safe for the crop, effective against these major weeds, and that is quickly rainfast for effective control in potentially showery winter weather.

"For more than 12 years, Achieve ® has reliably stamped out annual ryegrass and wild oats, and suppressed phalaris in winter cereals across Australia's major cereal-growing areas. In one hit, it shuts down growth of these major grass weeds within 48 hours, preventing their competition for precious soil moisture and nutrients. Rainfast within 30 minutes, it's also ideal for spraying in unpredictable weather."

The winter cereal season has started with very low soil moisture levels, and predictions so far are for a 50/50 chance or less than above average winter rainfall, so it's important that every drop of soil moisture is used for maximum crop yield and returns.

Annual grass weeds compete heavily with young cereal plants for water and nitrogen soon after they emerge and during the important crop tillering period - so removing weeds less than 6 weeks after sowing will help to minimise yield losses.

Ms Dew: "Used early in the life of a cereal crop, Achieve increases the potential for a high yielding, profitable crop – per hectare and per unit of soil water. The preferred timing for applying Achieve is when weeds are growing actively and are at the 2 to 4-leaf stage before tillering.

"Long-term Australian trials with Achieve show a massive 78% improvement in cereal crop yield by controlling annual ryegrass and a 72% yield improvement by controlling wild oats - compared with untreated crops."

Achieve's concentrated granulated formulation is easy to measure out, allows easy mixing of just the right amount, and reduces the volume of chemicals being stored and carted on the farm.

Achieve is compatible with several broadleaf herbicides for a one-pass operation, however some growers claim maximum effectiveness against annual ryegrass and wild oats by using Achieve on its own, rather than tank-mixing with broadleaf herbicides.

### **Product Information**

Achieve is an Australian product, discovered by Australian scientists in 1981 and developed for Australian cereal-growers to control a broad spectrum of grass weeds in cereal crops.

Launched in 1994 after extensive Australian trials, Achieve was the first tralkoxydim 'DIM' herbicide on the market, and remains number one for crop safety, easy use and effectiveness against the important grass weeds in cereals. Registered for use in wheat, barley, triticale and cereal rye, Achieve has an exceptional performance history in controlling annual ryegrass and wild oats – on their own or in mixed infestations – and has shown good suppression of Phalaris. DIM chemistry provides control of these difficult grass weeds – even where other products have failed.

Achieve is foliar applied, is taken up and translocated rapidly in the plant, and is rainfast in 30 minutes. Supercharge is the only adjuvant registered for use with Achieve.

### **Achieve - still the number one choice in Australia for post-emergent control of annual ryegrass, wild oats and phalaris in wheat, barley, triticale and cereal rye.**

*Brought to Australian cereal growers by Crop Care.*

As always, read the label carefully and follow advice on application rates, spraying equipment, timing and the best conditions for spraying. Follow chemical handling and spray instructions carefully. Check the different rates and times for different purposes and situations.

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