

New Product Manager for Crop Care Horticulture & Cotton

April 2008

CROP Care's new product manager for horticulture and cotton Amanda Marwood will draw on her background in agronomy, business development and management across eastern Australia to help provide solutions to growers struggling with weed and insect resistance.

Before joining Crop Care in December 2007, Amanda had 3 ½ years in business development in Nufarm's central region – encompassing northern NSW and southern Queensland – mainly in cotton and broadacre crops.

She previously held branch-management positions with rural distributors at Robinvale, Victoria; Loxton, SA; and at Kyabram, Victoria – after graduating with a Bachelor in Applied Science (Agriculture) from Dookie.

In her first months with Crop Care, Amanda will oversee several new product developments hitting the market.

Some of the new products include:

- Alliance - there is currently a submission for registration of Alliance with the APVMA. No product will be available for sale until registration is granted.
Amanda: "Alliance is a timely new herbicide from Crop Care for the control of a wide range of grass and broadleaf weeds in crop establishment, fallow and horticulture. Combining chemistry groups Q & L, Alliance will offer a new option for managing resistant weeds - such as Annual Ryegrass and Barnyard grass."
- Talstar 250EC - a stronger formulation of Talstar – a brand already well known for effective pest control for a wide range of crops, and now registered for cucurbits, poppies and for silverleaf whitefly in cotton and tomatoes.
- Newly-labelled Synergy – Crop Care's unique product developed to manage insecticide resistance in cotton – is now registered for use as a synergist in a tank mix with Talstar 100EC on tomatoes and cucurbits for control of silverleaf whitefly, sweet potato whitefly and corn earworm.
Amanda: "A great solution for growers managing insecticide resistance. Crop Care trial results show that addition of Synergy to Talstar against resistant populations means the difference between no control and excellent control."



AS Crop Care's new product manager for horticulture and cotton, Amanda Marwood's role will include overseeing the registration and introduction of new products to help growers manage weed and insect resistance.

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