

Crop Care Adapting And Innovating With Australian Farmers

April 2008

WITH a national outlook strongly favouring a wetter than normal April to June quarter over the eastern half of Queensland and NSW, and a 50/50 chance of a wetter than normal season in Australia's remaining agricultural areas, the prospect for recovery for many farm businesses is promising in 2007-08.

Australian farmers' continual adaptation to seasonal variations and unpredictable cash flows requires a similar attitude of adaptation, innovation and flexibility from their support services and suppliers.

Crop Care Australia marketing manager Sharon Dew believes that in unpredictable weather and market conditions, the most important approach for agricultural-supply companies is to be flexible, and to provide innovative products that help growers to reduce their risk and to increase productivity and margins.

"As an Australian company, Crop Care can respond quickly to changing Australian farming conditions and provide uniquely Australian solutions to keep pace with farmers evolving requirements.

"The company's post-emergent herbicide range for the 2008 winter-crop season reflects this approach. We have developed two new products – Factor and Affinity Force - from herbicides that have already proven successful, but providing growers with more flexibility. And we are offering our long-term benchmark grass herbicide Achieve with a changed commercial offering this winter cereal season."

Factor – flexibility against ryegrass

THE active ingredient in Factor (butroxydim) is widely regarded as having the best resistance profile of any Group A chemistry available for annual ryegrass control in broadleaf crops.

Factor has been developed from market-leading herbicide Fusion Super (which contains both butroxydim and fluazifop) to provide a stand-alone butroxydim product - to boost control of annual ryegrass beyond the level available from any other selective grass herbicide on the market.

Registering Factor (butroxydim on its own) allows higher rates of butroxydim to be applied for better ryegrass control, and gives growers the flexibility to mix Factor with any FOP herbicide - to control the full range of annual grass weeds in winter pulse and oilseed crops and legume pastures.

Sharon Dew: "Annual ryegrass resistance to FOP and/or DIM herbicides is increasing. Independent weed researchers have found that in many of these resistance situations, Factor can still achieve good control.

"Factor maximises the chances of controlling annual ryegrass with a Group A herbicide in broadleaf crops. It controls grass weeds very quickly, minimising competition and maximising crop yield potential."

Affinity Force – new liquid formulation for easier use

MARKET-leading broadleaf weed herbicide Affinity has just got easier to use, for this winter cereal season. Crop Care has produced a liquid version Affinity Force – Affinity having previously been available as a granule.

Affinity has been registered in Australia since 2000 as an early post-emergence broadleaf herbicide for winter cereals. Mixed with Thistlekillen (MCPA), Affinity provides excellent broad-spectrum control of broadleaf weeds.

It has proven particularly effective in controlling hard-to-kill weeds such as cleavers (bedstraw), wild radish and bifora; it has also become an important tool in managing marshmallow in cropping rotations.

Crop Care Australasia Pty Ltd

ABN: 53 061 362 347

Portal North – Unit 15/16 Metroplex Avenue Murarrie QLD 4172

PO Box 84 Morningside QLD 4170

Phone: 07 3909 2000 Fax: 07 3909 2010 www.cropcare.com.au



Sharon Dew: “Last winter season, minimum-till growers had particularly good results with Affinity mixed with Thistlekilllem in controlling an extensive marshmallow germination, plus a major winter weed headache in SA and western Victoria – bifora (carrot top).

“Growers found it important to get in and tackle bifora and marshmallow early in the season.

“Affinity Force provides a unique Group G mode of action against broadleaf weeds in winter cereals, so is an excellent additional option as a rotational tool in broadleaf weed management.

“With a rapid uptake causing weed death in 3 to 7 days, Affinity Force is one of the fastest-acting selective broadleaf herbicides available for winter cereal crops, so ensures minimal weed competition and maximum potential yield.

“With excellent tolerance by all cereals and no residual soil activity, Affinity Force can be used safely in cereal/legume rotations.”

Achieve – value for money benchmark product

THE benchmark for many years for controlling grass weeds in cereals, Achieve has undergone a price reduction, so is now even better value for money this season.

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

Achieve was the first tralkoxydim ‘DIM’ herbicide launched on the market. Registered for use in wheat, barley, triticale and cereal rye, Achieve has an exceptional performance history.

Sharon Dew: “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.

“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.

“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 loss.

“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.”