

IMAGE[®]

Selective herbicide for broadleaf, broad-spectrum broadleaf weed control in cereals, ryegrass seed crops and turf grasses.



Image® is a highly effective, fast acting, broad spectrum broadleaf herbicide for weed control in:

- ▶ Winter Sown Cereals - Wheat, barley, oats, triticale & ryecorn
- ▶ Spring Sown Cereals - Wheat, barley & oats
- ▶ Ryegrass Seed Crops
- ▶ Turf Grass



Image is a contact and systemic herbicide that provides fast and highly effective results. Typically the results are visible within two weeks and control is achieved by four weeks depending on weed size, susceptibility and growing conditions.

Weed Control in Winter Wheat: Four Weeks after Treatment



Treated with Image 1.5L/ha



Untreated

Active Ingredients

Image contains 120g/L bromoxynil, 120g/L ioxynil and 360g/L mecoprop-P. This mix of 3 active ingredients gives the product unique qualities.

120g/L bromoxynil, 120g/L ioxynil

- ▶ Contact action
- ▶ Leaf penetrating ability
- ▶ Blocks photosynthesis
- ▶ Herbicide Mode of Action Group: C3

360g/L mecoprop-P

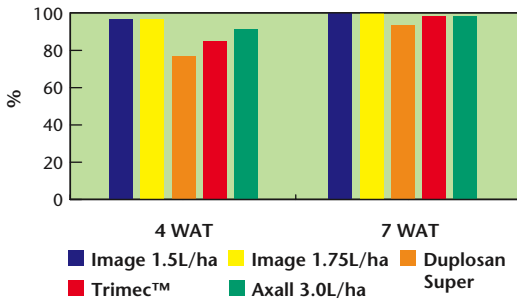
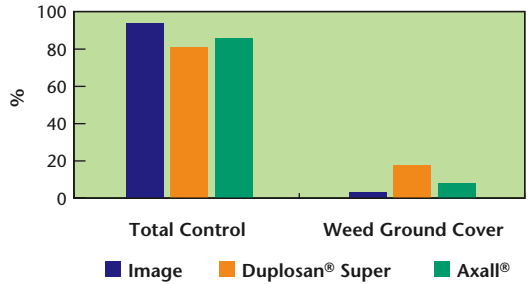
- ▶ Phenoxy-propionic herbicide
- ▶ Optical isomer
- ▶ Systemic action
- ▶ Disrupts cell division & growth
- ▶ Herbicide Mode of Action Group: O

Excellent Weed Control

Image gives excellent weed control in a variety of crops.

Weed Control in Cereals 6 Weeks After Treatment (Mean of 5 trials).

Weed control provided by Image across all rates and trials was 94%. An analysis of poorly controlled weeds showed a dominance of field pansy that was outside the recommended growth stage for control at time of application.

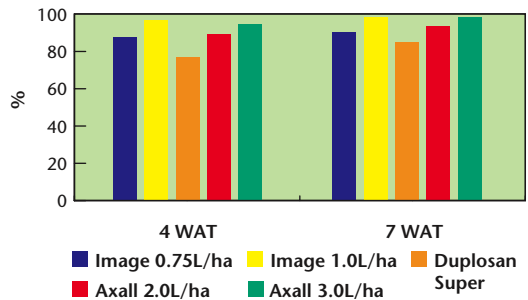


Weed Control in Autumn Sown Wheat Applied at Growth Stage 15.

Main weeds field pansy, wireweed, cornbind, chickweed, chamomile, hawksbeard, speedwell and winter cress at growth stages from 2 leaf to young seedlings. Early timing of herbicide when weeds were small provided excellent control of hard to kill species such as field pansy and speedwell.

Weed Control in Spring Barley Treatments applied at Growth Stage 23.

Main weeds present: fathen, cornbind, speedwell, fumitory, henbit, field pansy and chickweed at growth stages 2 leaf to flowering. Field pansy control was negligible.



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Unique Formulation

Mecoprop-P is the herbicidally active, optical isomer of mecoprop. The utilisation of mecoprop-P in Image means that for half the volume of active ingredient the same activity is achieved. It also enables a higher concentration of all three active ingredients to be incorporated into the formulation.

It is this unique formulation that makes Image one of the most effective cereal herbicides available to arable farmers in NZ.

The concentrated active ingredients mean that application rates are lower, resulting in less packaging to transport and dispose of.

Application Timing & Rates

Growth Stage (GS) Zadoks	Winter Sown Cereals: wheat, barley, oats, triticale and ryecorn	Spring Sown Cereals: wheat, barley, oats
Early: from 2-3 leaves to beginning of tillering (GS12-GS21)	1.3L/ha	0.8L/ha
From beginning of tillering to full tillering (GS21-GS26)	1.5 - 1.75L/ha	1.0L/ha
Late treatment: from end of tillering to 2nd node stage (GS26-GS32)	1.75L/ha	1.0L/ha

- ▶ **Ryegrass Seed Crops:** Apply 1.0L/ha after the crop has 3 leaves, but before tillering.
- ▶ **Turf Grass:** Apply 1.5L/ha (15ml/100m²) after the grasses have 3 leaves. In established turf repeat application after 6 weeks if required.

An example of ideal weed size at application



Application Rates

The application rate of Image should be selected using the directions provided on the label. These directions provide clear guidance based on weed species and size; and crop type, time of planting and growth stage:

Weeds	Cotyledon -4 leaf	Young seedlings	Developed plants (formation of rosettes)
Black nightshade, catchfly, chamomiles, charlock, chickweed, cornbind, cornflower, corn gromwell, dock seedlings, dove's foot, fathen, field buttercup, field forget-me-not, field poppy, fumitory, geranium spp, groundsel, hedge mustard, mayweeds, mouse ear chickweed, mouse ear cress, oilseed rape regrowth, oxtongue, parsley piert, pennycress, red root, scarlet pimpernel, shepherd's purse, sow thistle, spurrey, vetch, wild radish, wild turnip, willow weed, winter cress, wireweed.	0.8-1.0L/ha	1.0-1.3L/ha	1.75L/ha
Calandrinia, catsear, cleavers, daisy, field madder, field pansy, hemp nettle, henbit, nettle, nipplewort, Onehunga weed, pearlwort, plantains, red deadnettle, speedwells, stagger weed, trefoil, twin cress.	1.3L/ha	1.75L/ha	
Bladder champion, Californian thistle, cape daisy, clovers, dandelions, docks (established), hydrocotyle, stocksbill, yellow gromwell.		1.75L/ha <i>Suppression Only</i>	Not recommended

Getting the best out of Image

Water Rates & Nozzle Selection

Thorough even coverage is very important. Two of the active ingredients are contact herbicides which require good coverage of weed foliage for maximum efficacy.

- ▶ Apply in 200-400L water/ha
- ▶ Use the higher water rate after mid tillering and if weeds are dense
- ▶ Minimum spray pressure 200kPa
- ▶ Nozzles should deliver medium spray droplets. Coarse nozzles and low pressure nozzles are not recommended
- ▶ Aerial application – minimum 150L/ha

Weather Conditions

Image performs best if applied when weeds are actively growing. Avoid application at the start of severe cold periods, especially from jointing in winter. Do not treat when large temperature variations are expected within 3 days of treatment.

loxynil and bromoxynil work best under conditions of low light intensity and moderate humidity. Image is reasonably rainfast once foliage is dry.

Ideally:

- ▶ Apply Image when temperatures are $> 5^{\circ}$
- ▶ Do not apply when temperatures are $> 25^{\circ}\text{C}$
- ▶ Do not apply to drought stressed crops
- ▶ Apply on dry, cloudy days when humidity is $> 70\%$ and light intensity is low
- ▶ Light rain after foliage is dry should have no negative effect on efficacy

Crop Safety

Image has excellent crop safety. Image has been evaluated across many varieties of wheat, barley & oats and several types of established turf. If a new cultivar is known to be sensitive to herbicides a small area should be sprayed first to check crop safety.

Compatibility

- ▶ Do not mix with foliar fertilizers.
- ▶ Image is compatible with most other pesticides, however ensure label directions of tank mix partners are observed.

Volatility

- ▶ Mecoprop-P formulated as an EC can volatilise. If sensitive areas are close by use alternative non-volatile products i.e. Duplosan Super, Duplosan KV, Bromicide™ MA.

Undersown Crops

- ▶ Image may be applied to cereals undersown with grasses provided the grasses have more than 3 leaves at application.
- ▶ Do not apply Image to cereals undersown with legumes.

