

News from Nufarm



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EPA ACCEPTS ANUEW LABEL UPDATES

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The US EPA has recently reviewed and accepted a major label improvement initiative for the Anuew brand turf plant growth regulator. This action includes major revisions to the directions for use table and focuses on research driven information to improve turf growth and quality management, in particular, expanding turf species, refining use rates, and refining application intervals using a Growing Degree Modeling [GDD] system.

Anuew plant growth regulator was introduced to the golf turf market by Nufarm during the 2015 season, and is the first new turf PGR active ingredient in over 10 years. Ongoing University research and positive cooperators demonstration experiences continue to demonstrate the advantages of this new active ingredient for the turf markets.

"One of our main focuses was understanding the how's and why's for contestant turf growth management and quality with this new product. Our research into understanding plant metabolism clearly indicated that Anuew was having a unique effect compared to other PRG's in its class and focused us on GDD modeling for reapplication interval labeling. Anuew is the first turf PGR to include such information as a guide for the user," shares Rick Fletcher, Nufarm Technical Services Manager.

This re-application recommendation is based upon research performed by Dr. Bill Kreuser with the University of Nebraska- Lincoln and is based on his conclusions that a calendar- based PGR re-application process is not ideal for maintaining yield suppression and turf quality. The new label identifies a recommendation of 280-350 GDD interval for re-application timings of Anuew to assure even turf regulation and to avoid rebound growth.

Additional label updates include a modified turf use rate chart reflective of additional field research. "Rates for Anuew now reflect the bulk of our research experiences," shares Rick Fletcher, Nufarm Technical Services Manager. "When used in combination with GDD focused reapplication methods, these revisions provide a more consistent regulation response across turf species for end users and meet market expectations for economics."

Anuew is a proprietary 27.5% EG turf growth regulator for cool and warm season turf grass management. Research has shown that Anuew reduces turf growth, mowing frequency and clippings while improving its quality, density and appearance.

More information about Anuew can be found on the new Nufarm Insider at www.NufarmInsider.com or contact your Nufarm representative at:

<http://www.nufarm.com/USTO/Contacts>. About Nufarm Americas

Nufarm Americas, Inc. is a subsidiary of Nufarm Limited, a manufacturer, supplier and marketer of crop protection products based in Australia. Nufarm is recognized as one of the leading agricultural and turf chemical manufacturers in the world. Nufarm Americas, Inc. formulates products that serve the agricultural, professional turf, vegetation management and forestry markets in the United States.

Always read and follow label instructions. Refer to label to be certain this product is registered in the state for intended use.



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