

Research Nufarm's horticulture key

With the future of agriculture in Australia still looking positive despite global economic conditions, horticulture has become an increasingly important component of Nufarm's portfolio of products.

Research and development projects coordinator, Doug Wilson, is involved with the development and management of Nufarm's horticultural research activities. He believes that the importance of effective and dedicated research and development should not be underestimated. When it comes to providing growers with the best crop protection products local testing and experience counts for a lot.

"The way we can be most effective and useful to growers, whether they produce apples, stonefruit or any of the many other horticultural products grown throughout Australia, is to provide relevant information. Growers are seeking solutions that allow them to get the best outcome for their crops. Maintaining yield and maximising crop returns is the goal," he said.

An example of a project designed to meet growers' needs has been the development and release of Pristine®, a broad-spectrum fungicide for use in apples.

"Pristine has managed to meet a real market need, and is performing well up to growers' expectations. It provides new chemistry for use in apples, which also helps with fungicide resistance management programs in the crop," explained Doug.

"Like all of our new registrations, this one was thoroughly tested in extensive Australian field trials conducted by Nufarm in conjunction with some of our business partners. It's an example of where our relationships with these partners have been important to ensure that the product is effective and that the work we undertake is relevant and useful to growers."

A registration for Pristine use in pear crops is pending regulatory approval, with an anticipated release date in time for spring next year.

"Our goal at Nufarm is to provide cost effective crop protection solutions for the benefit of Australian growers," Doug concluded.

For more information about Pristine and other Nufarm products, please visit www.nufarm.com.au.
