

Media Release

Friday, 25 October 2002



Mobait: it's 'fatal attraction' for light brown apple moth

Grapegrowers targeting quality-based premiums this season can significantly improve the performance of Integrated Pest Management (IPM) programs with Mobait feeding attractant from Nufarm.

Locally developed Mobait improves the acceptance of insecticides by light brown apple moth during critical pest control periods, encouraging insecticide ingestion.

At a recent research and development training workshop in the Hunter Valley, international adjuvant specialist Bob Reeves, Loveland Industries, US, said that for most IPM insecticides to be effective insects must ingest a lethal dose of the chemical.

"Mobait's unique blend of natural food extracts encourages feeding on sprayed leaves by light brown apple moth, resulting in a greater dose of insecticide being taken," he said.

"Mobait helps viticulture-specific insecticides to work to their full technical capacity, improving the quality of produce in a market where fruit quality and price premiums are closely linked.

"Importantly, Mobait has proven to be extremely effective in helping Bt technology to work better. Bt's are back for viticulture, thanks to Nufarm's Mobait!"

Mr Reeves said recent field research in the Coonawarra wine region of South Australia had shown Mobait reduced test panels to just eight larvae per panel compared with 40 larvae per panel without Mobait (see graph on page 2).

"This helps to control entrenched larvae which are very difficult to control under normal conditions."

Mr Reeves said adjuvants had become more sophisticated and specialised. Mobait is an example of this, and is designed specifically for use on lepidopterous pests such as light brown apple moth.

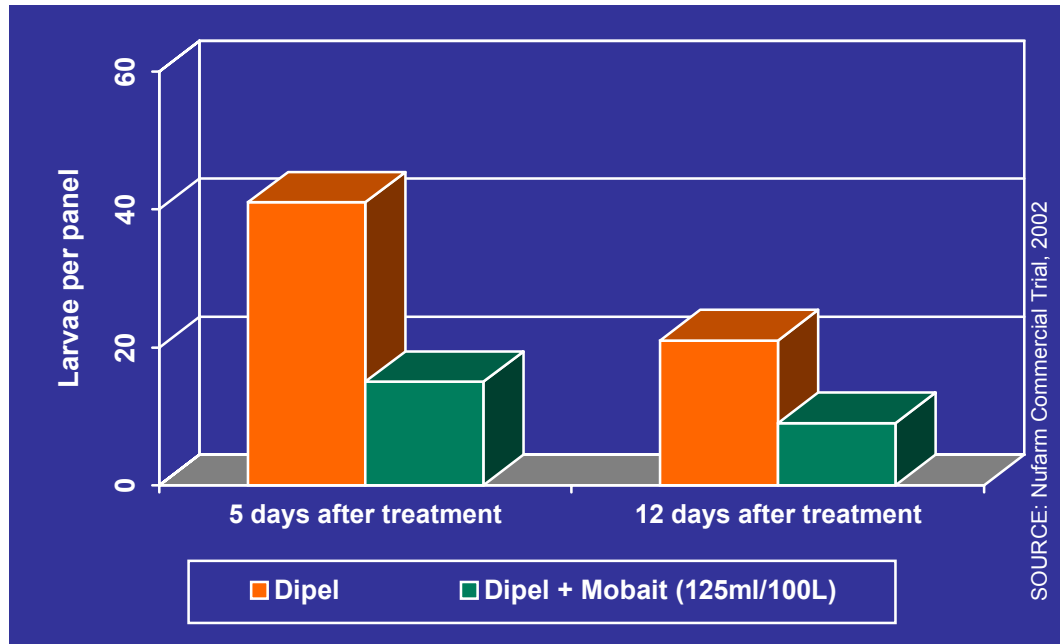
"Nufarm's Mobait is compatible with virtually all IPM formulations and is very effective on key pest insects problematic in vines," he said. "Mobait is technically different and easy to use."

Locally owned Nufarm, one of the world's top 10 crop protection companies, has been providing innovative and superior research-based solutions to Australian agriculture for more than 40 years. Nufarm is Australia's leading adjuvant supplier, with more than 16 specialist adjuvant products available.

Mobait is available from leading rural stores.

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Mobait feeding attractant from Nufarm helps viticulture-specific insecticides to work to their full technical capacity, minimising the damage caused by pest insects (left) and helping growers to profit with better quality bunches (right).