

Triple treat as Nufarm launches new herbicide products

Distributors and growers will have more choice on weed control, with Nufarm bringing three new products to market in February 2012.

Roundup Attack with iQ inside, Amicide Advance 700 and Sharpen have been officially launched to the Australian market at events held across Australia. .

Warren Ramsay, national sales manager, acknowledged the hard work, persistence and innovation displayed by staff to develop and deliver the new products. He also thanked the distribution representatives for their feedback and assistance in the development process.

“The three products on show represent a \$10 million dollar investment by Nufarm to develop new formulations, including testing, field trials, user reliability trials and finally, delivery to market.

“It is a tangible example of our commitment to innovation and a testament to the company’s vision to bring new products to market, despite the difficult times within our business recently,” he said.

Lachie McKinnon, general manager of Nufarm Australasia, said that these products are specifically designed for Australian farmers and tested in local conditions, with all three products delivering significant differentiated benefits to farmers.

“The products we are launching are a result of Nufarm’s continued commitment to investing in the future, despite recent difficulties within the business,” he said.

“Nufarm continues to invest in new products, both in crop protection and in seeds and traits, to ensure we continue to be relevant to our customers.

“Our traditionally strong focus on herbicides will be complimented in future as we introduce differentiated fungicides, insecticides and seed treatment products.

“We are committed to agriculture and we are committed to Australian agriculture. We look forward to introducing more new products that meet local needs. It is both our legacy and our future.”

Three new products

All three products launched by Nufarm today are designed to meet Australian farming conditions.

- *Roundup Attack with iQ inside* is the latest in this well known suite of glyphosate solutions. The result of more than nine years of research and development by Nufarm and Monsanto it will replace Roundup PowerMAX in February 2012.

With 570g/L of active ingredient, Roundup Attack with iQ inside is now the most extensive glyphosate label on the market delivering faster brownout, better final control and is more robust on hard to kill weeds.

- *Amicide Advance 700* has been specifically developed for Australian farmers, having been designed, tested and manufactured locally. This Amicide 625 and Surpass 457 replacement product is the world’s first 700g/L 2,4-D amine dual salt formulation. Amicide Advance 700 is non-volatile with an expanded label, greater use flexibility, compatibility with all Roundup products, and is up to 2.3 times stronger than other formulations.

- *Sharpen* is a new broadleaf herbicide molecule which delivers fast burndown on weeds such as young fleabane, capeweed, sowthistle and wild radish. It is also compatible with Roundup products, so growers receive broad spectrum control of weeds.

Each product has undergone extensive laboratory, glasshouse and field trials in local conditions to ensure these are technically superior products over generic formulations.

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