

Long-awaited launch for Nufarm beet herbicide

Spring 2016 marks the launch of a new beet herbicide from Nufarm, Betasana[®] Trio.

“It’s been a long time coming but we’re delighted to be able to bring this product to the New Zealand market this season,” says segment business manager Duncan Ibbotson.

The innovative triple mix has been keenly awaited by both merchants and growers, provides the widest spectrum of post emergence weed control in NZ beet crops, with 29 key annual weed species on the label.

Ibbotson says Betasana Trio also features Structured Surfactant Formulation (SSF[™]) Technology meaning there is no requirement for additional oils, with excellent crop safety while still providing very robust weed control.

Betasana Trio was developed in the United Kingdom and has become well accepted by growers there. It contains three active ingredients – ethofumesate, phenmedipham and desmedipham.

Nufarm’s research and development team has tested it in both plot trials and commercial NZ fodder beet crops for the past two seasons, with pleasing results.

“We have also trialled a range of different tank mixes and spray programmes enabling us to build a comprehensive technical support package for merchants and their farmers this spring,” Ibbotson adds.

Key product benefits include being able to apply Betasana Trio from a very early stage of beet crop development (i.e. expanded cotyledon); tank mix ability with selected Nufarm insecticides and herbicides and relatively low use rates.

The recommended spray programme is straight forward with the first application at expanded cotyledon stage at 2 litres per ha and for those following, depending on flushes of weeds, at 2.5 L per ha.

Betasana Trio will be a critical part of Nufarm’s beet portfolio this season, Ibbotson says, helping merchants supply growers with a comprehensive agronomic programme for optimal crop yield.

Other products in the range include WeedMaster[®] TS540 plus Pulse[®] Penetrant for initial paddock preparation, with tank mix partners such as Archer[®] and Nail[®] where required; and Director[®] CS for post plant- pre emergence weed control.

“Further product registrations specific to beet crops are expected to be ready ahead of the spring, and we look forward to updating you with more detail on these as they are approved.”

For more detail talk to your local rural retailer or your Nufarm territory manager.

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