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 Insecticide  Fungicide

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# Say hello to Adama.

## New name | New product ranges

As Adama Agricultural Solutions UK, one of 45 subsidiaries of what was previously known as Makhteshim Agan Industries, established in 1945, we provide arable solutions to farmers. We manufacture fungicides, herbicides, insecticides, growth regulators, seed dressings and have some non-crop products at group level.

### New Product Ranges

We have introduced two distinct Adama product ranges: Advanced and Essentials, in new, easy-to-identify, colour-coded packaging with QR codes, clear labelling and measurement strips on cans, all designed to provide distributors, farmers, horticulturists, contractors and spray operatives with a major safety feature and environmental safeguards.

### Our R&D Investments

Adama has invested in R&D hubs in China, Israel, India and Brazil to help deliver innovative, environmentally-sustainable solutions for farmers and growers in over



## Global R&D | Local innovation | New introductions

120 countries, including here in the UK. We are committed to developing an even more focused product portfolio based on the continual improvement of existing offers. We believe that we have the foundations in place for sustainable, trustworthy business partnerships, investing now to tackle tomorrow's plant protection problems.

### Innovative and Novel Solutions

The UK business is already seeking and developing long-term crop solutions within tight European legislative, regulatory and environmental surroundings. Our commitment to innovative product development in a bid to protect yields and farm margins in the absence of new active ingredients being developed by the industry is recognised by agronomists in particular. We can do this by developing solutions from our substantial portfolio of high volume off-patent active ingredients, high value complex active substances, unique mixtures and formulations and our approach to innovative and novel solutions.

### Finding New and Cost-Effective Plant Protection Solutions

Not relying on one method of control and aiming for total crop protection by a multi-directional approach to targets is our strategy. Future plant protection solutions from Adama will bring new introductions which will provide distributors, growers and agronomists with benefits over existing programme solutions. We look forward to sharing those developments with you.

# Apollo®

Apollo® 50 SC contains 500g/l (42% w/w) clofentezine for the use on apples, pears, plums and cherries and gives excellent control of red spider mite and some control of apple rust mite.

FOR PROFESSIONAL USE ONLY AS A HORTICULTURAL ARACICIDE.

Apollo® 50 SC is a selective and very active acaricide which kills both the eggs and early motile stages of the red spider mite (*panonychus ulmi*). It is of minimal hazard to predatory mites (e.g. *thphlodromus pyri*) bees and predatory insects when used as directed.

Crops	Maximum individual dose (L product/ha)	Maximum no. of treatments	Latest time of application
Apple and Pear	0.4	One per annum	28 days before harvest
Plum and Cherry	0.4	One per annum	8 weeks before harvest

Apollo® 50 SC is recommended for use on apple, pears, plums and cherries. All varieties may be treated.

## Timing

Apply just before or on commencement of winter egg hatch.

**Apples and pears** – usually between bud burst and pink bud.

**Plums and cherries** – usually between white bud and first flower.

Apollo® 50 SC is effective over a long period but if mite populations build up late in the season an approved curative acaricide should be applied. Don not apply once flowers have opened.

## Water Volume

Apollo® 50 SC should be applied in 440-1000 litres of water per hectare. For effective control tree cover is essential. When spraying large trees the higher volumes are preferred.



# Captan™

Captan™ 80W DG is recognised as one of the leading actives to control apple scab and the reduction of Gloeosporium rots in apple and contains 80% w/w captan in a water dispersible granule formulation.

Crops	Maximum individual dose (L product/ha)	Maximum no. of treatments	Latest time of application
Apple and Pear	2.0	10 per year	31 days before harvest

FOR PROFESSIONAL USE ONLY AS A HORTICULTURAL ARACICIDE.

## Timing

For control of apple scab, Captan™ 80 WDG is most effective when used preventatively as part of a programme of routine sprays beginning at the start of flowering. Commence spraying at bud burst and repeat at 10-14 day intervals until early July is scab conditions prevail. Treatments should be made at 10 day intervals when trees are making rapid growth particularly during rainy conditions.

For the reduction of Gloeosporium storage rots, spray in mid to late July and repeat at 2-3 week intervals for as long as the orchard conditions permit or until 31 days before picking. When Captan™ 80 WDG has been used for post blossom scab control and heavy infection is not expected, spray in mid-August and repeat 3 weeks later.

## Water Volume

Apply at a rate of 2.0kg/ha in 500-1000L water/ha. A maximum of 10 applications per year may be made.

**CAUTION; do not spray the following apple varieties:** Bramley's Seedling, Monarch, King Edward (Edward VII), Kidds Late Orange, Red Delicious or Winston Apple as these may be sensitive.



# Nimrod®

Nimrod® is an emulsifiable concentrate formulation containing 250g/l (27.2% w/w) bupirimate and is a systemic fungicide providing curative and protectant activity against powdery mildew on both top and soft fruit.

Crops	Maximum individual dose (L product/ha)	Maximum no. of treatments	Latest time of application
Apple and Pear	-	4 per year	14 days before harvest

FOR PROFESSIONAL USE ONLY AS A HORTICULTURAL ARACICIDE.

A minimum interval of 10 days must be observed between applications. A maximum concentration of 60ml of product per 100litres of water must not be exceeded.

**(For soft fruit and other crop information please refer to our website.)**

## Timing

Apply at late green cluster and repeat until extension growth ceases. Post-harvest sprays may be required where mildew is present and likely to be damaging and will reduce the amount of over-winter inoculum. The degree of reduction will depend on the timing of the four Nimrod applications within an overall treatment programme.

## Water Volume

Use 0.015kg a.i./hL (i.e. 60ml product/100L) in a maximum water volume of 1500L/ha and repeat at a minimum of 10-12 day intervals.

Early season, apply in a minimum of 200L/ha water. When trees are in full leaf apply in a minimum water volume of 500L/ha.



A novel, innovative thinning agent for use on apple and pear trees was launched by ADAMA Agricultural Solutions Ltd (ADAMA) in 2015 in Israel, Italy, France, Belgium, Switzerland, Greece and Spain. This followed an initial launch in Serbia in 2013. ADAMA will aim to introduce into all the main markets worldwide in the next few years and we look forward to successful registration into the UK market in 2016.

# New developments.

## Chemically thinning fruit?

In most years fruit set exceeds target crop load, thinning therefore becomes an essential cultivation measure for fruit growers in order to maintain a consistent annual production of high quality and optimal sized fruits, AG-AM-150-SG is a simple cost effective solution offering key benefits;

- A reliable and consistent fruit thinner that is not temperature dependant
- Savings on labour costs for hand thinning of up to 80%
- Increasing the % of fruits (60mm+) in the higher price segment
- No russetting, better colour and more sugar. Good storability
- Avoids alternate bearing and can be used in all important apple and pear varieties that need to be thinned
- A special formulation to prevent leaf damage
- Flexible use - between 6-16 mm fruitlet stage
- Flexible dose rate and can be adapted to i.e. variety, growth level and weather conditions
- Local systemic, fast uptake and option of treating part of the tree
- Excellent toxicity profile, safe for key beneficials

**Further information will be available at launch. To ensure that you are kept up to date with developments please contact us at [ukenquiries@adama.com](mailto:ukenquiries@adama.com)**

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# Simply. Grow. Together. ...our promise.

Advancing and simplifying arable farming to the benefit of UK growers, their suppliers and advisers is our prime aim. Our promise to you and to all our stakeholders is summed up by the phrase: **Simply. Grow. Together.**



# ADAMA



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Nimrod®, Captan™ and Apollo® are registered trademarks of the Adama group. Nimrod contains 250 g/l (27.2% w/w) bupirimate. Captan contains 80% w/w captan. Apollo contains 500 g/l (42% w/w) clofentezine. Use plant protection products safely. Always read the label and product information before use. For further product information, including warning phrases and symbols, refer to [www.adama.com/uk](http://www.adama.com/uk) or call The Technical Helpline on 01635 876 622.

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