



ADAMA

## Priority<sup>®</sup> herbicide

The flexible option  
for your rotation.

### Product overview

Priority is a versatile herbicide that controls a wide range of broadleaf weeds in winter cereals, established ryegrass pastures and fallow. Priority is an ideal first choice for tank mixtures in-crop or as a spike to improve weed spectrum.

### Mode of action

**GROUP 2 HERBICIDE**

Priority contains 200 g/L florasulam in a Suspension Concentrate (SC) formulation. Florasulam is an acetolactate synthase (ALS) inhibitor from the triazolopyrimidine chemical family. Weed control is mostly via foliar activity due to the short half-life of florasulam in soil. Once absorbed via the foliage or roots, florasulam is translocated to the growing points via the xylem and phloem. Growth in susceptible weeds is affected shortly after application, although visual symptoms may not develop for several days. Chlorosis and necrotic symptoms first appear in the upper growing points of susceptible plants before spreading throughout the plant, leading to plant death over a number of weeks.

### Target weeds

Priority is registered for the control of 54 key broadleaf weeds, including hard-to-control species such as bedstraw, wireweed, capeweed, doublegee, volunteer canola (non-imis varieties), volunteer pulses (non-imis varieties) and many other broadleaf weeds. Refer to the registered label for a complete list of weeds controlled by Priority when applied as a tank-mix.

### At a glance

<b>Broad spectrum</b>	Priority controls 54 broadleaf weeds when applied with a registered tank-mix partner.
<b>Flexible timing</b>	Priority can be applied as a post-emergent treatment to winter cereals between the three and flag leaf (GS13-37) stages, as well as in fallow and established ryegrass pasture.
<b>Reduced risk of residue carryover</b>	Priority has a relatively short half-life in soil and does not bind strongly to plant material, making it a more flexible option for crop rotations.
<b>Oats</b>	Priority can be applied safely in oats and in a range of tank mixtures, depending on the weed spectrum.
<b>Excellent compatibility</b>	Priority can be mixed with a wide range of post-emergent and fallow herbicides.
<b>Concentrated formulation</b>	Priority is a concentrated liquid formulation with low application rates and less packaging.

### Crop safety

Priority has excellent crop safety to all cereals under good growing conditions. Slight transient yellowing and temporary reduction in crop growth may occur following application in the presence of conditions that cause stress to crops. Tank mixtures with some crop protection products may result in additional phytotoxicity.



HERBICIDE

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## Reduced carryover to rotational crops

Priority has a flexible label with multiple tank mixture partner options to improve efficacy and weed spectrum. The plant-back intervals for Priority are relatively short compared with some post-emergent herbicides commonly used in winter cereals and fallow.

While very effective, herbicides from the pyridine picolinic acid sub-group (e.g. clopyralid, aminopyralid, and picloram) are not metabolised by plants. Residues remaining in treated plant material or soil can restrict the choice of rotational crops, particularly grain legumes and cotton. Residues can also remain in forage (e.g. oaten hay), potentially impacting trade with countries that do not have established maximum residue limits.

Sulfonylurea herbicides commonly applied in winter cereals and fallow (e.g. chlorsulfuron, metsulfuron-methyl and triasulfuron) are persistent in the soil and can impact following winter and summer rotational crops.

Priority contains the active ingredient, florasulam, which does not bind to plant material and has a relatively short half-life in soil. Florasulam is broken down in the soil by microbial activity. Reduced microbial activity (e.g. dry seasons, cold and or waterlogged soils) may slow down the breakdown of florasulam residues and extend the minimum re-cropping interval.

While Priority has relatively short re-cropping intervals for some crop types (Table 1), there are differences in sensitivity between rotational crops to florasulam and different tank-mix partners. Priority can be used effectively with tank-mix partners, such as ADAMA LVE MCPA 570, Flagship™ 400, Picoflex® plus ADAMA MCPA 750, Bronco® MA-X, Quadrant®, Triathlon®, 2,4-D Amine and 2,4-D LV Ester 680. These products have minimal impact on rotational crops when used according to label directions.

Refer to the registered label directions for Priority and the tank-mix partner(s) and observe the longest plant-back interval and any other guidelines (e.g. minimum rainfall requirements, soil pH and field bioassays).

## Application rate and timing

**Boom spraying:** Apply in 80-100 L water/ha.

**Aerial spraying:** Apply in not less than 30 L water/ha.

Apply Priority at 15–25 mL/ha in combination with a registered tank-mix partner (Table 2). Priority provides excellent activity against volunteer pulses, and brassicaceae species, such as turnip weed, wild turnip, wild radish and non-imis canola. Priority also enhances the activity of tank-mix partners on hard-to-control weeds, whilst maintaining rotation crop flexibility compared with clopyralid or metsulfuron.

Depending on the tank-mix partner, Priority can be applied as a post-emergent treatment to winter cereals between the three leaf (GS13) and flag leaf just visible on main stem (GS37) growth stages. Priority can also be applied with Wipe-Out or other herbicides (e.g. Flagship™ 400 or Zulu XT) to control broadleaf weeds in fallow. Priority is effective against susceptible weeds from the 2 to 8 leaf stage, depending on the weed species and/or weed size (height, diameter). Always follow label adjuvant guidelines and apply with Uptake\* Spray Oil, BS1000\* or equivalent formulations.

## Compatibility

Priority is compatible with a range of herbicides, fungicides and insecticides for one-pass control. The following products are physically compatible under constant agitation with Priority herbicide (Tables 3–7). Maintain constant agitation during application. Tank mixes must NOT be left in the spray tank overnight. Always follow best practice tank mixing procedures – download at [www.adama.com](http://www.adama.com).

**Table 1: Recommended re-cropping intervals**

	Crop to be sown	Minimum recropping interval	Minimum rainfall requirements from application to planting
Winter crops	Barley, triticale, wheat	1 week	None
	Oats	6 weeks	25 mm
	Canola, chickpeas, faba beans, field peas, lentils, lupins, medic, sub clover and vetch	8 months	100 mm
Summer crops	Maize, sorghum	4 months	100 mm
	Mung beans	5 months	150 mm
	All other summer crops, including cotton, sunflowers and soybeans	6 months	150 mm

**Table 2: Registered tank-mix partners in winter cereals**

Tank mix partner		Adjuvant	Crop growth stage
Product	Rate/ha		
2,4-D LV Ester 680	Up to 360 mL	Uptake* Spraying Oil (500 mL/100 L)#	Five-leaf stage – flag leaf just visible (GS15 to GS37)
ADAMA LVE MCPA 570	Up to 440 mL		Oats, triticale and wheat only: From 3 leaf to flag leaf just visible (GS13 to GS37)
	Up to 630 mL		From 5 leaf to flag leaf just visible (GS15 to GS37)
Bronco® MA-X	Up to 500 mL		From 3 leaf to fully tillered/start of jointing (GS13 to GS30)
Picoflex® + ADAMA MCPA 750	65 + 340 mL to 80 + 420 mL		Early tillering (main shoot has 4–5 leaves and 2 or more new tillers have formed to start of jointing (GS30))
	110 + 560 mL		From early tillering until the fully tillered stage before jointing occurs (GS21 to GS30)
Cutlass® 500	160 mL		
Flagship™ 400	Up to 500 mL		From 3 leaf to flag leaf just visible (GS13 to GS37)
Zulu® XT	Up to 500 mL		Five-leaf stage – second node detectable (GS15 to GS32)
Triathlon®	Up to 1 L	BS1000* (200 mL/100 L)#	From 3 leaf to fully tillered stage (GS13 to GS30)
Quadrant®	Up to 1200 mL	BS1000* (200 mL/100 L)#	From 3 leaf to late tillering stage (GS13 to GS28)

#Or equivalent formulation.

**Table 3: Herbicide tank-mixes physically compatible with Priority (25 mL/ha) in 80 L water/ha.**

2,4-D Amine 625 SL (1700 mL/ha)	Uptake* (0.5 % v/v)		
2,4-D LV Ester 680 EC (360 mL/ha)	Uptake* (0.5 % v/v)		
Bronco® 400 EC (500 mL/ha)	Flagship™ 400 EC (500 mL/ha)	Uptake* (0.5 % v/v)	
Bronco® MA-X EC (540 mL/ha)	Flagship™ 400 EC (500 mL/ha)	Uptake* (0.5 % v/v)	
Colt® EC (1000 mL/ha)	BS 1000* (0.2 % v/v)		
Colt® EC (500 mL/ha)	LVE MCPA 570 EC (440 mL/ha)	BS 1000* (0.2 % v/v)	
Cutlass® 500 SL (160 mL/ha)	Flagship™ 400 EC (375 mL/ha)	Uptake* (0.5 % v/v)	
Flagship™ 400 EC (500 mL/ha)	Wipe-Out® Pro SL (1800 mL/ha)	Uptake* (0.5 % v/v)	
Frequency* SE (200 mL/ha)	LVE MCPA 570 EC (600 mL/ha)	Hasten* (1 % v/v)	
Frequency* SE (200 mL/ha)	Bronco® 400 EC (600 mL/ha)	Hasten* (1 % v/v)	
Inego® 100 EC (300 mL/ha)	Flagship™ 400 EC (500 mL/ha)	LVE MCPA 570 EC (630 mL/ha)	Hasten* (0.5 % v/v)
Legacy® MA EC (1000 mL/ha)	BS 1000* (0.2 % v/v)		
Legacy® MA EC (500 mL/ha)	LVE MCPA 570 EC (400 mL/ha)	BS 1000* (0.2 % v/v)	
LVE MCPA 570 EC (440 mL/ha)	Uptake* (0.5 % v/v)		
LVE MCPA 570 EC (630 mL/ha)	Flagship™ 400 EC (500 mL/ha)	Uptake* (0.5 % v/v)	
LVE MCPA 570 EC (440 mL/ha)	Velocity* EC (1000 mL/ha)	Uptake* (0.5 % v/v)	
Marathon® EC (165 mL/ha)	LVE MCPA 570 EC (1000 mL/ha)	Hasten* (1% v/v)	
Marathon® EC (165 mL/ha)	LVE MCPA 570 EC (1000 mL/ha)	Picoflex® 240 SL (110 mL/ha)	Hasten* (1% v/v)
Marathon® EC (165 mL/ha)	LVE MCPA 570 EC (1000 mL/ha)	Picoflex® 430 SL (60 mL/ha)	Hasten* (1% v/v)
MCPA 750 SL (1000 mL/ha)	Flagship™ 400 EC (500 mL/ha)	Uptake* (0.5 % v/v)	
Picoflex® 240 SL (110 mL/ha)	MCPA 750 SL (560 mL/ha)	Flagship™ 400 EC (250 mL/ha)	Uptake* (0.5 % v/v)
Picoflex® 240 SL (110 mL/ha)	MCPA 750 SL (560 mL/ha)	2,4-D LV Ester 680 EC (270 mL/ha)	Uptake* (0.5 % v/v)
Precept* 200 SC (2000 mL/ha)	Uptake* (0.5 % v/v)		
Quadrant® EC (1200 mL/ha)	BS 1000* (0.2 % v/v)		
Talinor* EC (1000 mL/ha)	Uptake* (0.5 % v/v)		
Triathlon® EC (1000 mL/ha)	BS 1000* (0.2 % v/v)		
Zulu® XT SL (500 mL/ha)	Uptake* (0.5 % v/v)		
Zulu® XT SL (500 mL/ha)	Wipe-Out® Pro SL (1800 mL/ha)	Uptake* (0.5 % v/v)	

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**Table 4: Herbicide tank-mixes physically compatible with Priority (25 mL/ha) and Uptake\* (0.5% v/v) in 50 L water/ha.**

Crucial* SL (1350 mL/ha)
Roundup Ultra* Max SL (1500 mL/ha)
Spraytop® 250 SL (2000 mL/ha)
Spraytop® 330 SL (1500 mL/ha)
Weedmaster* ARGO* SL (1500 mL/ha)
Weedmaster* DST* SL (2000 mL/ha)
Wipe-Out® Pro SL (1500 mL/ha)
Wipe-Out® 450 SL (2000 mL/ha)

**Table 5: Herbicide and insecticide tank-mixes physically compatible with Priority (25 mL/ha), Flagship™ 400 EC (500 mL/ha), LVE MCPA 570 EC (630 mL/ha) and Uptake\* (0.5% v/v) in 80 L water/ha.**

Alpha-Scud® 300 SC (100 mL/ha)
Dimethoate 400 EC (500 mL/ha)
Karate Zeon* SL (40 mL/ha)

**Table 6: Herbicide and fungicide tank-mixes physically compatible with Priority (25 mL/ha), Flagship™ 400 EC (500 mL/ha), LVE MCPA 570 EC (630 mL/ha) and Uptake\* (0.5% v/v) or other adjuvant as detailed in 80 L water/ha.**

Amistar* Xtra SC (800 mL/ha)
Aviator* Xpro* EC (500 mL/ha)
Bumper® 625 EC (200 mL/ha)
Elatus* Ace EC (500 mL/ha)
Maxentis® Opti SC (400 mL/ha)
Orius® 430 SC (290 mL/ha) <sup>a</sup>
Prosaro* 420 SC (150 mL/ha)
Proviso® Opti SC (240 mL/ha) <sup>b</sup>
Radial® Opti SC (250 mL/ha) <sup>b</sup>
Soprano® 500 SC (125 mL/ha)
Topnotch® SE (300 mL/ha) <sup>c</sup>
Veritas® Opti SC (340 mL/ha) <sup>a</sup>

<sup>a</sup>BS1000\* (0.2% v/v). <sup>b</sup>BS1000\* (0.25% v/v). <sup>c</sup>Hasten\* (0.5 % v/v).

**Table 7: Herbicide and liquid fertiliser tank-mixes physically compatible with Priority (25 mL/ha), Flagship™ 400 EC (500 mL/ha), LVE MCPA 570 EC (630 mL/ha) and Uptake\* (0.5% v/v) in 80 L water/ha.**

UAN (40 L/ha)
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## Withholding periods

**Harvest withholding period:** Not required when used as directed (7 days for tank mixtures with Cutlass).

**Grazing withholding period:** 7 days unless Priority is applied with Bronco MA-X or Triathlon, where the grazing withholding period is 8 weeks.

Always read and follow the product label directions of all tank-mix partners. **Care must be taken when tank mixing more than two products, particularly products that are not manufactured by ADAMA, due to potential variation in formulations or product quality.** Seek competent advice or perform a jar test if unsure before proceeding. Note that physical compatibility tests determine whether the products will mix and are suitable for application using commercial spray equipment. Physical compatibility tests do not check for adverse crop effects or the biological efficacy of the individual products when applied as a tank-mix. Recommendations for use, handling, storage and disposal of products may also change over time. The information contained in this document is not intended to replace the product label. The product label, safety data sheet and supporting product information can be viewed on the ADAMA website [www.adama.com](http://www.adama.com) or by scanning the QR code located on this document or the product packaging.



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