



ADAMA Canada Registers BRAZEN™ - the World's First Alternative Pinoxaden Herbicide

New herbicide delivers choice to Canadian farmers for 2019 growing season.

March 27, 2019 - Winnipeg, MB - Canadian cereal growers will have a new tool at their disposal to combat grassy weeds in 2019. ADAMA Canada announced today it has registered BRAZEN™ - the world's first alternative pinoxaden herbicide. Pinoxaden is the world's leading post-emergence grassy weed-herbicide for spring wheat and barley and until today has only been available from one source.

"ADAMA is proud to be delivering a world's first to Canadian farmers," said Darren Palendat, Global Product Strategy Manager, Strategic Cereal Herbicides, for ADAMA. "With the addition of BRAZEN™ to our roster of herbicides, we are providing cereal growers with more choice and flexibility to manage their operations."

BRAZEN™ is powered by the active ingredient pinoxaden, this proven active ingredient delivers grassy weed control in wheat and barley with a wide application window and multiple tank-mix options for one-pass weed control. Multiple years of testing of ADAMA's BRAZEN™ showed outstanding results in field tests across Western Canada.

This group 1 herbicide is safe to use on both spring wheat and barley up to flag leaf on both crops – saving time in spray season. Working quickly on grassy weeds, its broad-spectrum annual grass control includes wild oats, green foxtail, yellow foxtail, Persian dandelion, volunteer oats, volunteer canary seed and proso millet.

"BRAZEN™ is further proof of ADAMA's ongoing commitment to provide farmers with simple, effective solutions," added Jodi Starodub, Demand Creation Manager. "ADAMA will continue to listen to Canadian growers and deliver world-class crop-protection products that meet the needs of their farms."

ADAMA is moving forward strategically and deliberately to deliver enhanced value to customers. For complete product details, or to learn more about ADAMA, visit ADAMA.com/Canada

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About ADAMA

ADAMA Canada offers an alternative approach to Ag, with solutions that simplify the lives of agri-retailers and their farmer customers. Globally, ADAMA is a leading provider of crop protection solutions and services, operating in over 40 countries. We tailor products to address pain points and offer innovative digital and AgTech solutions to create simplicity in agriculture worldwide.

ADAMA

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