



FOR IMMEDIATE RELEASE:

## **New seed treatment registration strengthens options for cereal growers**

*Registration in time for spring season*

**February 26, 2009 – Dorchester, Ontario** – The newly registered **Rancona<sup>®</sup> Apex** fungicidal seed treatment offers cereal growers easy-to-use and effective protection against seed and seedling diseases that can thwart yield potential early in the season.

“Rancona Apex makes it easier for western Canadian growers to protect the value and potential of their cereal crops,” says Brodie Blair, Western Product Manager for UAP, the exclusive marketer and distributor of Rancona Apex in the Canadian prairie market. “That’s because the micro-dispersion formulation makes it easy to use and more flexible for grower’s treating requirements. It’s a step change for the cereals seed treatment market.”

The new registration comes in time for the coming growing season on the Canadian Prairies.

Rancona Apex, containing the systemic and contact fungicide ipconazole, is a seed-applied product that provides excellent protection against a broad spectrum of seed and seedling diseases on wheat, barley, rye and oats. Rancona Apex’s micro-dispersion formulation has low viscosity, excellent flowability and minimal sediment – all of which means easier handling and uniform coverage of seed for optimal disease control. This formulation was specially designed for cereal crops.

“Rancona Apex has proved itself to be outstanding on wheat, combining excellent control of a range of important seed and soil-borne diseases, including true loose smut and *Fusarium* seedling blight as well as foot rots,” says Mike McFatrach, Chemtura’s North American Business Lead for Seed Enhancements.

Blair notes that the addition of Rancona Apex brings added bench-strength to UAP’s seed treatment portfolio. “Along with Vitaflo 280, Crown and Thiram, UAP now has one of the best line-ups of seed treatments available to western Canadian growers.” The value of seed treatment is that they help improve stand establishment and the health of seedlings. Ultimately that delivers yield.

Rancona Apex shows high efficacy against a majority of seed and soil-borne fungi in the plant pathogenic fungal classes of Zygomycetes, Ascomycetes, Basidiomycetes and Fungi Imperfecti (Deuteromycetes) which cause seed decay, damping-off and seedling blight.

### **About UAP Canada**

Founded in 1978, United Agri Products (UAP) is the largest distributor of agricultural and non-crop inputs in Canada and the United States and is an emerging developer of their own proprietary innovative new technologies. UAP is helping growers meet the challenges of higher crop yields and

healthier production practices by offering a comprehensive line of proven crop protection products, including plant nutrients, herbicides, fungicides, insecticides, seed treatments and specialty products. These products are available to Canadian growers through national and regional dealers. UAP Canada is headquartered in Dorchester, Ontario, with regional offices in Oak Bluff, Manitoba and Langley, British Columbia and reps in every corner of the country.

**About Chemtura**

Chemtura Corporation, with 2007 sales of \$3.7 billion, is a global manufacturer and marketer of polymer additives, performance specialties, consumer products and crop protection products. Additional information about Chemtura is available at [www.chemtura.com](http://www.chemtura.com).

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Always read and follow label directions

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