



PRESS RELEASE

For Immediate Release

Drought Conditions Make Protecting Winter Wheat Even More Important
PRE-PARE® Burndown Herbicide gains early control on brome and rescue grass

CARY, N.C. (June 4, 2014) – When there’s a lack of rainfall, there’s limited moisture available for development of a strong wheat stand. Winter wheat fighting for available moisture is competing against yield-robbing weeds, making it extremely important to rid crops of early-season brome grasses.

Arysta LifeScience North America recommends PRE-PARE Burndown Herbicide as a simple, first step towards effective brome management.

“Parts of the United States where winter wheat is grown are experiencing a lack of rain, so early brome competition for moisture is something growers need to consider,” said Kyle Renninger, Marketing Manager, U.S. Herbicides. “By using PRE-PARE to manage early bromes and other weeds, early-season winter wheat competition can be controlled, leading to healthier plants and maximized yields.”

Early-season brome species may significantly reduce winter wheat yields if not controlled early in the growing season. Independent studies show if downy brome emerges within 14 days of a winter wheat crop, it can reduce yields by 10 to 20 percent.

In turn, PRE-PARE allows growers to seed earlier and establish a winter wheat crop that survives competition from annual weeds. PRE-PARE with glyphosate controls existing and early emerging bromes for up to three weeks, significantly reducing the overall brome population, which helps winter wheat establish a strong stand, leading to significant yields.

Additionally, PRE-PARE can assist growers who are fighting rescue grass infestations.

“With the increasing infestations of rescue grass, it is crucial to adopt a two-pass approach to gain season-long control in winter wheat,” Renninger added. “PRE-PARE as a first-pass, pre-emergent treatment will help growers gain early control on rescue grass and other hard-to-kill grasses.”

If necessary, growers can make a second-pass, post-emergent application with a herbicide of their choosing for season-long control.

For more information on PRE-PARE Burndown Herbicide and how it can help eliminate bromes in winter wheat, please contact your local Arysta LifeScience sales representative or visit www.arystalifescience.us.

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About Arysta LifeScience

Arysta LifeScience is one of the world's largest privately held crop protection and life science companies with 2013 revenues of US\$1.6 billion. An entrepreneurial provider of crop protection and life science products in more than 125 countries worldwide, Arysta LifeScience specializes in marketing and distribution of respected crop protection brands and life science products that meet the needs of our global partners. More information on the company is available at: www.arystalifescience.com.

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