

NEWS OF AGRIBUSINESS

New Parrlay herbicide enhances early-season cotton weed control

Monsanto announces its newest selective herbicide for Roundup Ready cotton and Roundup Ready Flex cotton growers, Parrlay herbicide, which enhances early-season weed control and can reduce the potential for yield loss that may result from early-season weed competition.

in a Roundup Ready cotton or Roundup Ready Flex cotton system," says Jeff Wheeler, Monsanto's Roundup Marketing Manager.

"University weed scientists, crop consultants and Monsanto agree that a best practice for weed management is to use a variety of tools, including a residual herbicide."

"Cotton growers have told us they place a high value on Roundup Ready cotton technology, but they are concerned about the risk of glyphosate-resistant weeds. To enhance their weed control program, we recommend adding a residual herbicide to Roundup Ready cotton and Roundup Ready Flex cotton systems and suggest a metolachlor product such as Parrlay. We are offering a grower rebate as part of this recommendation."

"We are launching Parrlay for the 2007 growing season to give cotton growers a cost-effective residual herbicide program that helps prevent early-season weed competition and helps minimize the risk of developing glyphosate-resistant weeds

Metolachlor, which is the active ingredient in Parrlay herbicide, is labeled to control more than 20 grasses and small-seeded broadleaf weeds and can reduce flushes of annual grasses and pigweed. This herbicide can slow the selection

for and potential spread of glyphosate resistant weeds.

"Cotton growers have told us they place a high value on Roundup Ready cotton technology, but they are concerned about the risk of glyphosate-resistant weeds," says Wheeler. "To enhance their weed control program, we recommend adding a residual herbicide to Roundup Ready cotton and Roundup Ready Flex cotton systems and suggest a metolachlor product such as Parrlay. We are offering a grower rebate as part of this recommendation."

For 2007, Monsanto will offer a Roundup Ready Cotton Residual Herbicide Rebate to eligible cotton growers in the states of Alabama, Arkansas, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee. It will also be available in certain counties in Florida, Missouri and Virginia*.

Growers in these states who purchase Parrlay herbicide from an authorized retailer and apply the herbicide at the Monsanto recommended rate and timing and plant cotton varieties containing Roundup Ready cotton and or Roundup Ready Flex cotton may be eligible to receive a rebate of \$1.50 per treated acre

under the Roundup Ready Cotton Residual Herbicide Rebate program.

Growers should contact their local retailer for offer details.

Parrlay can be applied pre-emergence or postemergence to Roundup Ready cotton in a tank-mix with Roundup agricultural herbicides. It helps control weeds that flush multiple times in a growing season and offers the convenience of local sales and technical support.

Gen by-products of cotton containing Monsanto's biotech traits, including cottonseed for feed uses, are fully approved for export to Canada, Japan, Mexico and South Korea. Cottonseed containing Monsanto traits may not be exported for the purpose of planting without a license from Monsanto.

For more information on Monsanto's products, see www.monsanto.com.

*This product may not yet be registered in your state.

Provost registered in peanuts

Foliar and soilborne diseases constantly attack peanut plants and reduce yield. Growers must carefully weigh their fungicide choices to maximize both their yields and profits. Provost fungicide from Bayer CropScience, which recently received EPA registration, can make an immediate positive impact on growers' bottom lines.

"We have every indication that Provost will be the new standard in peanut disease protection," said Randy Myers, Provost product manager, Bayer CropScience. "More protection means more peanuts. Provost controls all of the major foliar and soilborne diseases, and it even suppresses *Cylindrocladum* Black Rot."

University trials in 2004 and 2005 showed Provost programs consistently out-yielding other programs. For example, in 17 research trials across the Southeast, the average yield improvement over using Folicur fungicide was 515 pounds per acre.

Provost excels when disease pressure is highest, Myers said. It controls early leafspot, late leafspot, white mold, rust, web blight and *Rhizoctonia* limb rot. It also has the greatest activity of any current peanut fungicide on CBR.

"This aggregate protection adds up to more than just a few pounds of peanuts per acre," Myers said. "We're talking about a quarter of a ton improvement per acre over some other treatments."

Some fields will see larger or smaller gains, depending on yield potential and weather patterns. Still, Provost gives everyone a chance for consistently higher yields year-in, year-out, Myers said.

With flexible use rates — 7 ounces

(See Provost, Page 15)

LOOKING AHEAD

To list your organization's activity in the Southeast Farm Press Calendar of Events, send details, including contact person, phone number, etc., to Glen Rutz, SEFP, P.O. Box 420, Clarksdale, Miss. 38614 or e-mail: grutz@farmpress.com

April 12: Alabama Grazing Management Course — Gallion Baptist Church, Gallion, Ala. For more information contact Brenda Glover at 1-334-624-8710.

May 2-4: Fifty-sixth Annual Florida Beef Cattle Short Course — Hilton UF Conference Center, Gainesville, Fla. Online registration can be found at <http://www.animal.ufl.edu/extension/beef/bcscRegistration.shtml>. Interested parties can also contact the UF Department of Animal Sciences at 1-352-392-1981.

May 15-16: Turfgrass Field Day & Workshop, East Tennessee Research and Education Center, Knoxville, Tenn. Details will be posted at <http://agriculture.tennessee.edu/news/FieldDays/>.

May 24-26: American Cotton Shippers Association Annual Meeting — Four Seasons Resort, Irving, Texas.

May 29-July 17: American Cotton Shippers Association International Cotton Institute — University of Memphis Fogelman Executive Center, Memphis, Tenn.

June 14: Beef & Forage Field Day — East Tennessee Research and Education Center, Knoxville, Tenn. For links to program details, including names of speakers and directions to the facilities, visit <http://agriculture.tennessee.edu/news/FieldDays/>.

June 17-20: Annual International Meeting of the American Society of Agricultural and Biological Engineers — Minneapolis Convention Center, Minneapolis, Minn.

June 20-22: Applied Management of Conservation Lands in Florida — Caribe Royale, Orlando. For information contact Doreen DiCarlo at 1-561-799-8553 or ddicarlo@ces.fau.edu

ces.fau.edu

June 28: Tobacco, Beef and More Field Day — Highland Rim Research & Education Center, Springfield, Tenn. Additional information can be found at <http://agriculture.tennessee.edu/news/FieldDays/>.

July 10: Sunbelt Ag Expo Field Day — Sunbelt Expo Site at Spence Field, Moultrie, Ga. For additional information visit www.sunbeltexpo.com or call 1-229-985-1968.

July 10-13: Annual meeting of the American Peanut Research & Education Society — Wynfrey Hotel, Birmingham, Ala. Contact Austin Hagen at 1-334-844-5503 or e-mail: hagank@auburn.edu; Kira Bowen at 1-334-844-1953 or e-mail: bowenk1@auburn.edu; James R. Scholar at 1-405-372-3052.

July 19: Tobacco and Forage Production Field Day — Research & Education Center, Greenville, Tenn. Additional information can be found at <http://agriculture.tennessee.edu/news/FieldDays/>.

July 15-17: Annual Southern Peanut Growers Conference — Edgewater Beach Resort, Panama City, Fla.

July 26: Making Forages Work — Middle Tennessee Research and Education Center, Spring Hill, Tenn. Additional information can be found at <http://agriculture.tennessee.edu/news/FieldDays/>.

Oct. 11: Northeast Tennessee Beef Expo — Research & Education Center, Greenville, Tenn. Additional information can be found at <http://agriculture.tennessee.edu/news/FieldDays/>.

Oct. 16-18: 30th Anniversary Sunbelt Agricultural Exposition — Spence Field, Moultrie, Ga. For additional information visit www.sunbeltexpo.com or call 1-229-985-1968.