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ADAMA's herbicide formulation tech platform enables a robust resistance monitoring tool

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ADAMA Ltd., a leading global crop protection company, announces the registration of SierraÂ®, its self-produced Saflufenacil-based herbicide formulation, the first off-patent product based on this active ingredient, in Australia.

SierraÂ®, powered by ADAMA's unique formulation technology platform, provides farmers with a critical resistance management tool for improved knockdown of annual grass and broadleaf weeds in various crop and non-crop situations, while maximizing efficiency and minimizing loss of valuable soil moisture. Sierra'sÂ® superior and consistent performance in comparison to existing solutions has been confirmed by more than 100 trials conducted across different conditions.

â??This significant milestone is the first global registration of Saflufenacil, one of the active ingredients in our â??Core Leapâ?? strategy,â?• said Walter Costa, VP Marketing and Product Strategy at ADAMA. â??The registration in Australia of this important molecule demonstrates our dedication to delivering innovative solutions that meet farmersâ?? needs and ADAMA's agility to bring that strategy to life. We are excited to bring this patented, high-performance product to the market. It is part of our commitment to offer a complete range of crop protection solutions to cereals and pulse growers around the globe.â?•

ADAMA expects further registration approvals for this product to be obtained in the upcoming years in Brazil, Canada, Argentina, South Africa and others.