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ADAMA launches 5 innovative formulation Cereal fungicides in Europe

17 January 2024 | News

Deliver Excellent Results and Respond to Diverse Farmer Needs



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ADAMA Ltd. , a leading crop protection company, has announced the launch of five new cereal fungicide products acrossÂ EuropeÂ to tackle the most serious diseases impacting farmer yields at each stage of the crop's reproductive phase. Together, these products offer ADAMA's customers a comprehensive portfolio of innovative solutions designed to deliver excellent results in the field and address different application stages (T1, T2, and T3) and various value segments.Â

With the launch of these new products ADAMA will have one of the most robust portfolios in the industry for cereal disease control in Europe. The five products are based on a leading DMI molecule, cementing them as the foundation for treatment of cereal diseases after the regulatory phase-out of other key active ingredients in the market. The company also introduced its novel and proprietary AsorbitalÂ® Formulation Technology to enhance the activity of its products, delivering improved penetration, excellent systemic movement in the leaf tissue, improved and long-lasting disease control, and excellent rainfastness.

"Our new, enhanced cereal fungicide portfolio is a powerful demonstration of our ability to deliver value and innovation through enhancing the performance of existing molecules with proprietary formulation technologies and delivering products to our customers that provide excellent disease control, keep the crop safe and address the different value segments in the market." saidÂ Alex Mills, Head of Global Fungicides at ADAMA.

ADAMA's European cereal fungicide portfolio includes:

- **SoratelÂ®**, a versatile and broad-spectrum solution powered by ADAMA's proprietary AsorbitalÂ® Formulation Technology, which can be used in various segments alone or in a mixture.

- **MaxentisÂ®**, is a broad-spectrum, multi-crop, convenient and easy to use fungicide with flexible timing that can easily be plugged into any wheat spray program as a T1 or T2 application.
- **ForaproÂ®**, is a broad-spectrum fungicide powered by AsorbitalÂ® Formulation Technology that controls all the major T1 diseases in wheat such as Septoria, Rust and Powdery Mildew.
- **MaganicÂ®**, powered by AsorbitalÂ® Formulation Technology, is a T3 fungicide that protects wheat against all ear diseases including Fusarium spp. resulting in lower mycotoxin levels and higher quality grain.
- **AvastelÂ®**, is ADAMA`s premium T2 broad-spectrum fungicide with both curative and preventative disease control, powered by AsorbitalÂ® Formulation Technology delivering a new standard of efficacy and long-lasting protection.

"We set a strategy 10 years ago to invest inÂ Europe'sÂ cereal growers given the anticipation of the regulatory phase-out of key active ingredients in this market. We devised a plan to ensure farmers have the products they need today to address rising disease pressure, new agronomic challenges, and an increased focus on sustainability. Our enhanced portfolio with five new products ticks all of these boxes," saidÂ Sergio Dedominici Paz, EVP EAME at ADAMA.

ADAMA began rolling out its new cereal fungicide portfolio in 2023 with the introduction of SoratelÂ® in the UK, and the launches will continue across the continent, UK, andÂ IrelandÂ throughout 2024.