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ADAMA introduces Pyrasulfotole-based herbicide for global cereals push

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ADAMA Ltd. has unveiled Marathon, its first herbicide powered by Pyrasulfotole, marking a strategic push into next-generation weed control solutions for global cereal markets. The product will debut in Australia for the 2026 growing season, targeting wheat and barley growers facing increasing resistance and operational challenges.

The launch represents a key milestone in ADAMAâ??s formulation-led innovation strategy, combining a proven active ingredient with proprietary high-load technology to deliver improved field performance and application efficiency. It also signals the beginning of a broader global rollout of Pyrasulfotole-based solutions across major cereal-producing regions.

Advanced Formulation Meets Field Efficiency

At the core of Marathon is Pyrasulfotole, a well-established herbicide known for its compatibility in tank mixes and effectiveness against broadleaf weeds, particularly in complex or mixed weed populations. The product is designed to support Integrated Weed Management (IWM) programs, playing a critical role in resistance management as growers confront evolving weed challenges.

ADAMAâ??s patented formulation incorporates Mefenpyr-diethyl as a built-in safener, enhancing crop tolerance while maintaining weed susceptibility. The companyâ??s high-load emulsifiable concentrate (EC) technology ensures stability across varying temperature conditions, enabling consistent performance from storage to application.

For growers, the formulation translates into lower application volumes, simplified mixing, and reduced logistics, including fewer containers and transport requirementsâ??delivering both cost efficiencies and sustainability benefits at the farm level.

Strategic Expansion in Global Cereal Markets

The Australian launch is positioned as the first step in ADAMAâ??s global Pyrasulfotole platform strategy, with plans to expand into key markets such as Canada and the United States. The company aims to develop a pipeline of tailored formulations and mixtures designed to address region-specific agronomic needs and resistance patterns.

By leveraging its global R&D capabilities and formulation expertise, ADAMA is seeking to strengthen its presence in the cereals segment, where demand for effective, flexible, and resistance-resilient herbicide solutions continues to rise.

Addressing the Next Wave of Weed Resistance

As herbicide resistance becomes an increasingly pressing issue in agriculture, the introduction of Marathon underscores a broader industry shift toward multi-functional, formulation-driven solutions that extend the lifecycle of existing active ingredients.

With Marathon, ADAMA is positioning itself at the forefront of this transitionâ??offering growers a tool that not only enhances weed control but also integrates seamlessly into long-term farm management strategies.

The launch highlights the companyâ??s ongoing focus on innovation through formulation science, as it builds a next-generation portfolio aimed at improving productivity, efficiency, and sustainability in modern agriculture.