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Nortox launches three crop protection products in Brazilian market

06 August 2026 | News

Brazilian crop protection company Nortox launched three products at its 4th Cooperative Meeting in Foz do IguaÃ§u, ParanÃ¡, comprising two proprietary insecticide premixes, Tempus and Typhoon, and the post-emergence herbicide Raker Top

Brazilian crop protection manufacturer Nortox has unveiled three new products aimed at strengthening pest and weed management solutions for the country's major cropping systems, underscoring its strategy of combining established active ingredients with proprietary formulation technologies to create differentiated crop protection products.

The launches—two insecticide premixes, Tempus and Typhoon, alongside the post-emergence corn herbicide Raker Top—were introduced during the company's Fourth Cooperative Meeting in Foz do Iguaçu, Paraná, attended by representatives from 39 agricultural cooperatives spanning some of Brazil's most important farming regions.

The product introductions signal Nortox's broader shift from competing solely in the generic agrochemical market toward developing proprietary combinations that offer growers enhanced performance while supporting integrated resistance-management strategies.

Speaking at the event, Commercial Director João Marcos Ferrari said the company is entering a new phase of portfolio development by combining generic active ingredients with patented technologies, reflecting a long-term commitment to innovation rather than conventional post-patent products.

Among the new launches, Tempus combines chlorpyrifos with chlorantraniliprole to provide both rapid knockdown and extended residual control against caterpillar pests. The formulation is designed to improve protection across multiple crops by combining immediate insecticidal activity with longer-lasting suppression of economically important lepidopteran species.

The second insecticide, Typhoon, integrates chlorantraniliprole and methomyl in an oil-dispersion (OD) formulation targeted at two of Brazil's most damaging corn pests—the corn leafhopper (Dalbulus maidis) and fall armyworm (Spodoptera frugiperda). By combining fast-acting control with sustained residual activity, the product aims to support growers confronting increasing insect pressure in maize production systems.

Completing the launch portfolio, Raker Top is a selective post-emergence herbicide for corn formulated with nicosulfuron and tolpyralate. The product incorporates two crop safeners designed to improve selectivity while minimizing phytotoxicity risks during post-emergence applications, providing growers with an additional option for weed management without compromising crop safety.

The introductions form part of Nortox's broader growth strategy through 2030, which places greater emphasis on research, formulation science and technology-driven product development. Rather than relying exclusively on off-patent chemistries, the company is increasingly investing in differentiated formulations intended to deliver greater agronomic value and strengthen its competitive position in Brazil's crop protection market.

Beyond product launches, the cooperative meeting served as a platform for discussing emerging crop protection trends, including fungicide stewardship, herbicide technologies, pasture management, plant nutrition and seed technologies. Company executives also outlined Nortox's long-term investment plans, while technical specialists and cooperative representatives exchanged perspectives on evolving production challenges and integrated crop management strategies.

External experts added broader market context to the discussions. Economist Igor Barreto of Itaú BBA assessed Brazil's macroeconomic outlook and implications for agribusiness, while researcher Aroldo Marochi examined emerging crop disease pressures and fungicide management practices.

The launch comes at a time when Brazilian farmers are facing mounting pressure to manage increasingly complex pest and weed populations while preserving the effectiveness of existing crop protection chemistries. For agricultural cooperatives, the availability of differentiated premixes and multi-mode formulations expands the range of tools available for integrated crop protection programmes across the country's diverse production systems.