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ADAMA launches Ravari Insecticide as Latin American exporters face tighter crop protection demands

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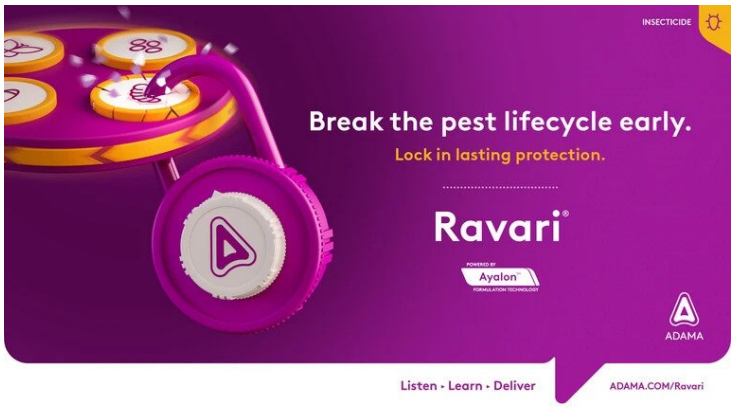
The dual-mode product combines novaluron and CTPR to target pests across their lifecycle, with commercial sales set to begin in September



For fruit and vegetable growers in Latin America, crop protection is increasingly tied to more than what happens in the field. Produce destined for the US market must meet demanding quality and residue requirements, while growers also have to manage rising resistance to insecticides and protect yields through the final stages of production.

ADAMA Ltd. is positioning its latest insecticide, Ravari, for that market. The company has launched the product for fruit and vegetable growers in Latin America exporting produce to the United States, combining two modes of action in an effort to provide broader pest control while supporting resistance management.

Ravari combines novaluron and CTPR in a water-based suspension concentrate formulation built around ADAMA's Ayalon Formulation Technology. The two active ingredients are intended to complement each other, giving growers another option for integrated pest management programmes where resistance management is becoming increasingly important.

The product is designed to act across multiple stages of the pest lifecycle, with particular emphasis on eggs and larvae. By targeting pests before populations build, ADAMA says Ravari can help growers intervene earlier and maintain crop protection before pest pressure begins to affect yield and quality.

That early intervention is particularly relevant in high-value fruit and vegetable production, where pest damage can affect not only output but also the marketability of harvested produce.

ADAMA's Ayalon technology is another part of the product's positioning. Developed for water-based formulations, the formulation technology is intended to improve spreading, rainfastness and penetration. It is also designed to reduce dependence on organic solvents while maintaining biological performance.

Ravari is intended for use across a range of fruit and vegetable crops and provides broad-spectrum control of chewing pests and other key threats. The product can be applied from flowering through pre-harvest and offers tank-mix flexibility. For crops including tomato, cucumber, pepper and avocado, ADAMA says the product has a one-day pre-harvest interval.

Field trials across multiple crops and pest scenarios have shown consistent efficacy, according to the company, including performance against competing products. ADAMA is positioning that consistency as important for growers balancing pest control with yield protection and the economics of export production.

The launch also reflects a wider shift in crop protection toward products that have to solve several problems at once. Growers need effective pest control, but they also need tools that can fit into resistance-management programmes and production systems serving increasingly demanding export markets.

“Fruit and vegetable growers today require highly efficient solutions that not only protect crop quality but also support resistance management and meet the stringent demands of export markets,” said Sandeep Sandhu, Head of Global Insecticides at ADAMA. He added that Ravari® was developed to interrupt pest lifecycles early while delivering consistent control and supporting crop performance and grower profitability.

Commercial sales of Ravari are scheduled to begin in September 2026, giving ADAMA an opportunity to build the product into the crop protection programmes of Latin American growers supplying the US market.

For the company, the launch is less about adding another insecticide to an already crowded market and more about competing on a combination of efficacy, formulation performance and resistance management—areas that are becoming increasingly important as export-oriented fruit and vegetable production faces tighter production and market requirements.