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UPL Brazil launches Olea Herbicide to strengthen weed management in pastures

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The new selective post-emergence solution combines three active ingredients and two modes of action to help livestock producers manage broadleaf weeds, protect forage availability and improve pasture productivity

UPL Corp Brasil has expanded its crop protection portfolio for the livestock sector with the launch of Olea, a selective post-emergence herbicide designed to control broadleaf weeds in pastures. The product combines three active ingredients with two modes of action in a single water-dispersible granule (WG) formulation. The formulation is designed to deliver weed control without requiring complex tank mixes, while its rapid dispersion in water is intended to simplify spray preparation and application for livestock producers.

The launch addresses a persistent productivity challenge in Brazilian livestock farming: maintaining pasture quality and ensuring that grazing land remains productive. Broadleaf weed infestation can reduce the availability of desirable forage, compete with pasture grasses for nutrients, water and sunlight, and diminish the productive potential of grazing areas. Effective weed management is therefore an important component of pasture maintenance and livestock productivity.

With Olea, UPL is positioning its latest offering as a practical weed-management solution that combines multiple active ingredients and modes of action in a formulation designed for operational convenience.

Pasture productivity drives demand for targeted weed control

Pastures occupy a strategic position in Brazil's livestock economy, providing the principal feed resource for a substantial proportion of the country's cattle production. However, maintaining productive grazing land requires continuous management of competing vegetation. Broadleaf weeds can affect forage availability and pasture quality, potentially reducing the efficiency with which livestock producers use their available land. For producers seeking to maximise output from existing grazing areas, weed management is closely linked to forage availability and the productive potential of every hectare.

Selective post-emergence herbicides offer a targeted approach to managing unwanted vegetation after weeds have emerged. Their role in pasture management is particularly relevant where producers need to control broadleaf weeds while retaining desirable forage grasses.

Three active ingredients, two modes of action

Olea combines three active ingredients and two modes of action in a single water-dispersible granule formulation. The product's formulation is intended to simplify application by eliminating the need for complex tank mixes. Its rapid dispersion in water also aims to make spray preparation more convenient, addressing an operational consideration for livestock producers managing large grazing areas.

The combination of active ingredients and modes of action is central to the product's positioning in the pasture herbicide segment. UPL has not disclosed the individual active ingredients, their concentrations or the specific weed spectrum covered by the product in its launch announcement. Product performance, application recommendations and crop or pasture safety should therefore be assessed against the approved Brazilian label.

Strengthening UPL's livestock solutions portfolio

The launch reinforces UPL's efforts to address practical challenges across agricultural and livestock production systems. By introducing a formulation specifically developed for broadleaf weed management in pastures, the company is extending its focus beyond conventional crop production into an area directly linked to livestock feed availability and land productivity.

For Brazil's livestock producers, the commercial relevance of such solutions lies in their potential to support better pasture management and improve the utilisation of existing grazing resources. As pressure grows to improve agricultural productivity while making more efficient use of available land, pasture management remains an important part of the wider livestock sustainability equation.

With Olea, UPL is seeking to translate herbicide formulation technology into a practical tool for producers looking to protect forage availability and maintain the productive potential of their grazing areas.