



ProBlad[®] Verde

STRAWBERRIES

Labeled Crops

- Grapes
- Almonds
- Strawberries
- Tomatoes
- Stone Fruit*
- Pome Fruit*
- Fruiting vegetables*
- Cucurbits*
- Hops*

Labeled Diseases

- Powdery mildew
- Botrytis gray mold
- Anthracnose*

*Not registered for use in California

Key Features

- Fast acting, stops disease in 4-8 hours
- Controls all disease life stages, including spores
- New multi-site mode of action
- Translaminar activity
- Curative/reach back activity for up to 7 days
- Provides 10-14 day spray interval
- Breaks disease resistance
- Minimal toxicity to adult bees, bee larvae, and beneficial predators

A new class of fungicide providing superior efficacy and multi-site mode of action for decisive disease management

ProBlad[®] Verde fungicide delivers a completely new mode of action to disease management, providing decisive, multi-process disruption in a way no other fungicide can claim. Formulated with Blad polypeptide technology, it is so unique that a new FRAC Group code was created for ProBlad fungicide's active ingredient.

In this way, ProBlad fungicide separates itself from all other fungicides and has no known cross-resistance to any fungicide class, making it the optimum resistance management partner. Trials have shown ProBlad is strong enough to replace a synthetic fungicide in your current spray program. Its powerful performance and extraordinary mode of action not only create a resistance management champion, adding ProBlad fungicide to your rotation can help extend the life of your current fungicides.

Complex and Unique Mode of Action

ProBlad Verde fungicide works on contact, tissue absorption and has translaminar properties. The active ingredient binds to fungal chitin structures, disturbing the cell wall and cell membrane and enters into the fungus cell. Inside the cell induces major changes in cell metabolism from, disrupting the cell metal homeostasis due to its chelating activity for several cations. This initiates a chain of events that disrupt nutrient absorption, end cellular reproduction and ultimately lead to apoptotic fungus cell death. All this occurs within eight hours of contact. The result is quick, reliable disease control that meets or exceeds established standards.

Bottom line, ProBlad fungicide is driven by a novel, multiple-site mode of action, has proven results and protects crops today with a new mode of action that extends the useful life of existing chemistries.

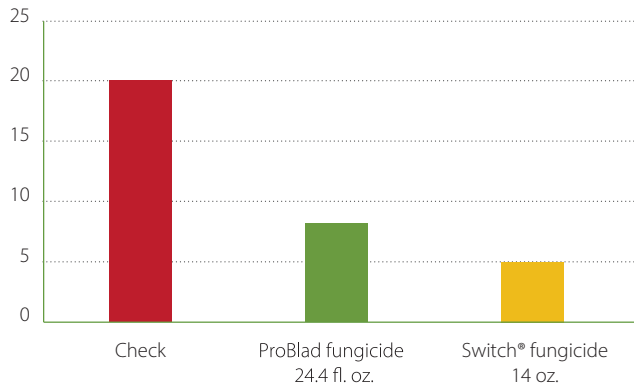
1 Day PHI
4 Hour REI
MRL exempt



ProBlad[®] Verde

Botrytis – Santa Maria, Calif.

% Incidence of harvested fruit



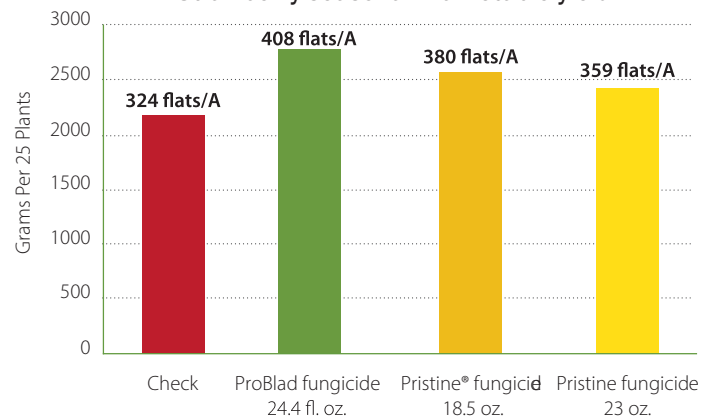
Botrytis control

Six applications @ seven day spray intervals
Santa Maria, Calif., 2012, Michele Mitchell – Coastal Research

Always read and follow label directions. Do not exceed five applications of ProBlad fungicide per season. This is trial data only.

Botrytis – Marketable strawberries – Guadalupe, Calif.

Strawberry seasonal marketable yield



Marketable strawberries

Seven applications @ seven day spray intervals, Ratings at harvest
Guadalupe, Calif., 2012, Frank Sances - Pacific Ag Research

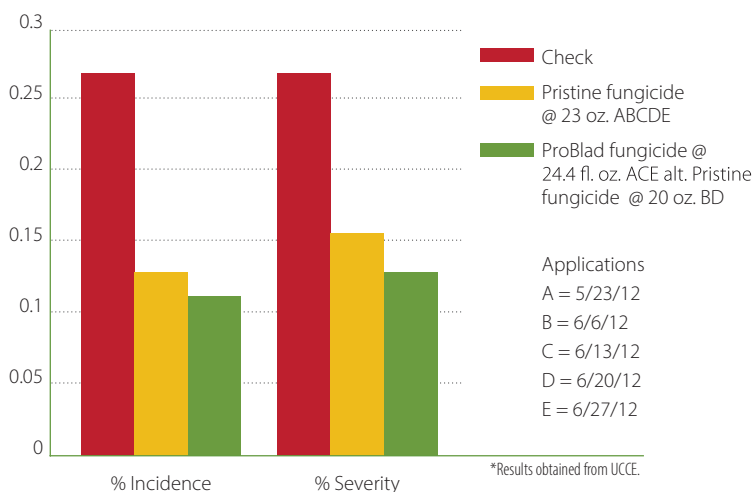
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Powdery Mildew

San Luis Obispo and Santa Barbara counties, Calif.*

Michele Mitchell - Coastal Research

% Incidence and severity of harvested fruit – 2012



Incidence

0 = absent
1 = present

Severity - if leaf area is infected

1 = 1-24% severity
2 = 25-50% severity
3 = 51-75% severity
4 = 76-100% severity

Application Guidelines

Preharvest Interval: One day

Re-Entry Interval: Four hours

Maximum Amount of ProBlad[®] Fungicide Per Season:

No more than five foliar applications per crop season or more than two sequential applications

Label for Strawberries

Botrytis Rates: 24.4–36.6 fl. oz./A

Powdery Mildew Rates: 20.5–24.4 fl. oz./A

Active Ingredient: BLAD polypeptide

Mode of Action: Inhibition of cell wall synthesis and nutrient uptake by binding to chitin structures and rupturing fungal cell

FRAC Group: BM01

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