

Arista LifeSciences - "We Cultivate Prosperity!"

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A Conversation with Mr. Miladin Nazarkov, Marketing and Sales Manager of Arysta LifeScience Bulgaria EOOD

This year, Arysta LifeScience Bulgaria participated for the first time in the international agricultural exhibition AGRA 2017 and won a Gold Medal for its product Talisma in the "Innovation Competition," which is an important part of the agricultural forum and reflects trends in global and Bulgarian agriculture.

What is the reason for the Gold Medal for the product Talisma from Arysta LifeScience Bulgaria in the "Fertilizers and Agricultural Preparations" section - is it a "coincidental success on the first attempt" or a well-deserved recognition?

It is a fact that this was our first participation in the Agra fair in Plovdiv as a new multinational company, which officially opened its doors at the end of November 2016. At this forum, we had a built stand where we welcomed

our current and future partners and clients. With this participation, LifeScience EOOD achieved successes and left lasting marks, winning the "Gold Medal" award in the "Innovation Competition" for products and developments in the field of agriculture, in the "Fertilizers and Agricultural Preparations" section with the product "Talisma" – a universal insecticide and biocide!

The award was officially presented at an organized gala evening by the Deputy Minister of Agriculture and Food, Assoc. Prof. Dr. Svetla Yancheva.

Arysta LifeScience EOOD unites within itself four companies, three of which are well-recognized in the Bulgarian pesticide market, such as Chemptura (Vitavax; Rankona; Pantera, etc.); Agriphar (Nurele D; Daskor; Citrin Max; Proxanil; Silite 400, etc.); Arysta LifeScience (Select Super; Centurion, etc.) and one new to the Bulgarian market but well-known in Europe and worldwide, Goemar (ToniVit; Multoleo and Appetizer), which produces and offers high-quality seaweed biostimulants and biopesticides with high European quality.

Arysta LifeScience strives to offer innovative solutions that fully meet consumer demand and also satisfy the economic expectations that users have of them.

Talisma EC (emulsion concentrate) is a highly effective insecticide against storage pests on grain. Which specific user group is it aimed at? Against which pests does the active substance Cypermethrin 80 g/l. + Piperonyl butoxide 228 g/l act?

The product Talisma EC is a product offered by our company since 2016. The product is registered as a biocide and insecticide. A highly effective product as an insecticide for the destruction and long-term protection from pests in empty and full storage facilities through disinsection or direct treatment of the grain. It immediately destroys existing pests – an immediate effect of the pyrethroid – and protects the facilities and grain for 6 to 18 months after application. It affects all mobile stages. It has a broad spectrum of action against various pests: beetles, flour beetles, grain weevils, moths, and mites on grain and dried fruits.

Talisma EC can also be applied as a biocide against household pests. What are they and what is its mechanism of action against them?

As a biocide with residual action for controlling cockroaches, mosquitoes, ticks, fleas, and flies for use inside and around warehouses, residential and industrial buildings, including hospitals (excluding sectors with bedridden patients), restaurants, kitchens, hotels, and fast-food establishments, military units, shops, slaughterhouses, garbage bins, dumps, manure piles, etc. For use on any surfaces where insects pass – walls, ceilings, floors, pavements, shelves (excluding those on which food is prepared). The product is applied in the form of aqueous solutions using a hand or backpack sprayer, where the target insects breed and inhabit. Before treatment, the premises should be cleared of people, pets, food, beverages, etc. Aquariums, terrariums, and animal cages should be removed or covered. The air filter of the aquarium should be turned off. During indoor treatments, doors and windows should be tightly closed for about 30 minutes, after which the premises should be well ventilated for 60 minutes.

Before treatment outdoors, the areas must be mowed. A repeat treatment after 7 days is recommended to destroy larvae from eggs remaining after the first treatment, as pyrethroids have a residual effect of 24 hours. The biocide should not be applied for treating surface water bodies used for drinking and domestic water supply. The number and duration of treatments, as well as time intervals between treatment and access of people and animals to the treated areas: Depending on the type of insect, infestation, treated surface, methods of treatment, climatic and other factors, the treatment can be repeated every 1 to 3–4 months. For area-wide treatment, access for people and animals is allowed after 24 hours. Indoor treatment is carried out in premises empty of people, animals, beverages, and food, after which doors and windows are tightly closed for about 30 minutes. Access for people and animals is permitted in the areas after the aerosol settles and/or active ventilation for 60 minutes.

Upon contact with the product, the insect dies.

Why is Talisma EC an alternative to organophosphorus products and fumigants? What are the advantages of using this insecticide?

The formulation is specially developed for warehouses. Talisma has rapid action and prolonged effect, similar to organophosphorus compounds, but with a short quarantine period – 1 day. It permanently destroys all flying and crawling insect pests and mites through contact and stomach action or inhalation of the pyrethroid, enhanced by the long-lasting after-effect of the synergist.

What type of disinsection is used when applying Talisma EC in warehouse facilities?

Before treatment - disinsection, the warehouse is emptied and cleaned, removing all debris, dust, cobwebs, etc. The ready-to-use solution is applied as thoroughly as possible to walls, ceilings, floors, load-bearing structures, and elements of the warehouse (especially around doors and windows). The warehouse is sealed well and closed for 48 hours after treatment. Application equipment: Tractor or backpack sprayer, low-pressure sprayers, ultra-low volume sprayers, as well as generators for hot and cold aerosol.

All PPPs (Plant Protection Products) applied for disinfection of warehouse facilities are classified as first category for use. This means that treatment with Talisma EC must be carried out under the supervision of a person with higher agricultural education specializing in "Plant Protection".

What would you advise your current and future clients?

Talisma is a first category use product, meaning the product is used by or under the control of a specialist agronomist – "Plant Protection"!

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In its hands, "Arysta LifeScience" holds a large portfolio of products – 44 types in all segments of plant protection and the key to success. Specialists are convinced that the right solutions and quality products will undoubtedly make Bulgarian farmers successful and satisfied with their results.

For Talisma and other products and solutions of the company, see: arystalifescience.bg