Растителна защита
електронно списание за растителна защита
семена, торове и земеделие
ISSN 2815-522X

Most relevant for field crops during spring 2017

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Дата: 27.02.2017 *Брой:* 2/2017

The new fungicide CHEROKI for controlling the economically most important diseases in cereal crops is emerging as a very timely and solid offering from Syngenta. CHEROKI is a unique combination of three active substances and different modes of action – it represents an excellent synergy between two triazoles and a nitrile, which provides multiple advantages for agricultural producers seeking **categorical control of the most important diseases in cereal crops. CHEROKI has contact, protective, anti-sporulant, dual systemic, curative, and eradicative action.** The combination of active substances in CHEROKI provides protection from inside and outside the crop plant, protects new growth, and also acts with a gas phase. The active substances in CHEROKI complement each other excellently – the contact action prevents and stops the development of spores that have landed on the crop plant, thus preventing the disease from penetrating into the plant. This allows the crop plant's energy to be directed towards realizing its yield potential. The dual systemic action ensures, on one hand, exceptionally broad-spectrum protection; on the other, rapid initial action to stop diseases that penetrated before treatment; and thirdly, sufficient residual activity for protection against future "attacks".

Simultaneously, the formulation is a suspension emulsion with WeatherStik technology, which guarantees excellent adhesion and rapid penetration of the active substances and very high rainfastness. CHEROKI has two doses and a wide application window – 133 ml/decare and 200 ml/decare, from tillering to the end of flowering in wheat (until the beginning of flowering in barley). It has excellent miscibility with herbicides and is highly recommended for treatment at the tillering stage to ensure a clean start for the crop without diseases or for their early stopping and eradication. There are other interesting "bonuses" that CHEROKI brings for the crop, besides the already mentioned broad-spectrum action and multiple levels of protection, and that is an anti-stress physiological effect on the crop plant. In this sense, Syngenta provides a solid and highly reliable fungicide program for wheat, which includes: 1/ treatment at the tillering stage with CHEROKI (133 ml/decare, early and preventive; a higher dose is recommended if aiming for protection under expected high disease pressure or powerful eradicative action); 2/ treatment at the flag leaf stage with AMISTAR EXTRA – 70 ml/decare for broad-spectrum disease protection plus an economically significant green physiological effect; 3) if protection of the ear from diseases is necessary – MAGNELO at a dose of 100 ml/decare.

Why does Syngenta recommend precisely this program? We asked for a brief answer from Nikolay Gramchev, Campaign Manager for Maize and Cereal Crops, who answered very unequivocally: ***"CHEROKI and AMISTAR EXTRA are the main products in the fungicide program with which a World Record yield for wheat grain was registered. Both products are flagships for Syngenta in France, the United Kingdom, Hungary, and other European countries and provide high added value and excellent return for agricultural producers."***

Of course, there are also **other attractive offers** from Syngenta in maize and cereal crops for the spring of 2017:

The known and effective fungicide technology in wheat (the application of Artea at the tillering stage and Amistar Extra at the flag leaf stage), now bundled in a promotional package 25 l. + 35 l. at an exceptionally attractive price – a technology for **broad-spectrum control of diseases in wheat from tillering to the beginning of stem elongation**, which is suitable for lower cultivation intensity;

A second **promotional package for simultaneous control of weeds and diseases at the tillering stage of cereal crops**: Axial One 10 l. + 5 l. Artea – this technology is distinguished by a wide application window, categorical control of a broad spectrum of diseases and mixed weed infestation - up to the 1st node of wild oats and until the end of crop tillering; and it offers safety and selectivity in wheat and barley at a very, very attractive price;

An exceptionally attractive promotional package in maize in terms of technology and price: **Maize seeds + free herbicide for 25% of the area –** the package is unique (10 bags of maize + 5 liters of free KAMIX), because it includes high-yielding Syngenta maize hybrids + free selective broad-spectrum soil herbicide KAMIX, for an excellent start of the crop without weeds. The promotional package includes only specific leading Syngenta hybrids from FAO 300/400 and one from FAO 500; all hybrids included in the promotion with free KAMIX are suitable for early sowing at 5-7^{O}C, and the list offers both hybrids for grain (the proven Ulysses, Iridium, Thermo and the newest genetics Zephyr) as well as those suitable for both grain and silage (the proven Octavius, Senko

ISSN 2815-522X

and the newest genetics Creon). KAMIX itself has proven in recent years to be a highly effective, highly selective, and flexible soil herbicide for weed control regardless of the crop's growth stage.

CHEROKI: https://www.syngenta.bg/bg/product/crop-protection/fungicid/cheroki

Promotions: https://www.syngenta.bg/bg/promocii-2017