

# Nufarmer

Winter 2011 West  
Nufarm Agriculture Inc.

**AN UPDATE ON  
THE LATEST NEWS,  
VIEWS, PRODUCT  
AND SERVICE  
DEVELOPMENTS  
FROM NUFARM.**

**Nufarm vs.  
National Brands  
2011 Comparison  
Guide Inside!**



**Leaders in off-patent solutions.**

# inside

## Nufarm Product News. 2

Estoprop® XT concentrated to go further.

## Hello, my name is Cordon®. 2

Meet Nufarm's off-patent alternative to Puma® 120 Super.

## Choice on top of choice. 3

Nufarm gives farmers two glyphosate options.

## The off-patent revolution. 4

With so many herbicide choices, how do you decide?

## Special Insert: 2011 Herbicide Comparison Guide

## The changing horizon. 5

Nufarm's Signal® challenges leading wild oat and millet product.

## In the spotlight: CleanStart® 6 - 7

A profile on Nufarm's unique non-residual burndown.

## A prescription to fight resistance. 8

The proven wild oat control of Assert®.

Cover photo: Jordan Sawchuk

# Nufarm Product News.

## Kochia-killer Estoprop® XT features new, concentrated formula.

This season Nufarm is reformulating one of its most popular herbicides.

A case of Estoprop® XT will now treat 40 acres (versus 30 acres with Estoprop Plus). The new 9.7 L jugs are nearly a litre smaller, which is even easier on the back.

"With Estoprop XT we've packed more punch into a smaller case," explains Nufarm Commercial Manager, Grant Deveson, adding that it will also be available in a convenient 97.1 L (200 acre) tote for bulk use.

Estoprop has a long history of providing exceptional post-emergent control of larger, tougher weeds such as kochia and established dandelions in wheat (spring, durum, winter) and barley.

Todd O'Hara of Foremost, Alberta, is one grower who has come to rely on Estoprop to eliminate kochia, Russian thistle and wild buckwheat. For him, Estoprop's later application window (4-leaf to early flag leaf) is ideal.

"I like to spray a little bit later, and make sure all the weeds are up. Some times this means you will have some big ones. Estoprop works well on larger weeds," O'Hara says.

"Estoprop has done really well for me. It's fast. For the control it provides it is very reasonably priced."

And now, more reasonably packaged! ■

## Meet Nufarm's off-patent alternative to Puma® 120 Super.

Unless you're a science nut, the word fenoxaprop might not mean that much to you.

However, you've probably used this chemistry quite extensively... because it's the key ingredient behind Puma® 120 Super – a Group 1 herbicide known for safe grass control in barley, spring and durum wheat.

Last season Nufarm introduced its own fenoxaprop product, named Cordon®. Cordon is formulated to the same high standards you've come to expect – yet is available at a low everyday Nufarm price,

eliminating the need for confusing rebate programs.

As with any Nufarm off-patent product, you can be assured of comparable performance. So it only makes sense to visit your retailer to compare prices. ■



	Puma® 120 Super	Cordon®
Weeds controlled:	Barnyard Grass, Green Foxtail, Wild Oats and Yellow Foxtail	Same
Safe on barley and durum?	Yes	Yes
Over 20 tank mix options?	Yes	Yes
Fully-serviced/backed?	Yes	Yes

# Choice on top of choice.

## Nufarm gives farmers two glyphosate options.

**D**id you know Nufarm has two glyphosates to choose from? Deciding which is right for you depends on your needs.

### **Credit 45: Rainfast & Roundup Ready®**

Ever hear of a low-cost premium herbicide? That's exactly what Credit® 45 is. Credit 45 is a concentrated 450 gram per litre formulation – so you can use less and spray more. This is a heavy duty glyphosate that gives growers peace of mind with a 30 minute rainfast guarantee.

“With the higher concentration in Credit 45, there's less product to work with,” observes Manitoba grower Barry Chappell. “It's serviced and we find it to be very consistent,” (which is key in any off-patent product).

Plus, Credit 45 is registered for post-emergent use on Roundup Ready® crops. Which means it serves as an all-purpose glyphosate for your burdown, in-crop, pre-harvest and post-harvest needs.

Randy Tully is the on-farm agronomist for Chappell Seeds. He uses Credit 45 for burnoff and in-crop weed control and has been satisfied with the performance.

“When you're putting in a Roundup Ready® crop you want to ensure there are no tolerance issues. The glyphosate must be consistent. If there is an issue, and you have to re-spray, you want to know you're covered.”

Tully finds Credit 45 stacks up well next to WeatherMax® in terms of performance. Yet he finds there is a significant price difference, which tips the scale in Credit 45's favour.

“In my experience, Nufarm's formulations of off-patent chemistry have been just as good as the brand name product,” Tully concludes.

### **Nuglo: No frills, dependable kills.**

Brett Nunweiler of Eatonia, Saskatchewan is fairly representative of the type of grower who is drawn to Nufarm's Nuglo glyphosate.

“I'm not very picky with glyphosate. I'll go with what I can get the best deal on.”

Nunweiler has used several glyphosates over the years. He is convinced that if you use any glyphosate at the proper rate it should do the job.

With Nuglo, there's nothing fancy. While it's one of the only Nufarm products that is not serviced (to keep the price as low as possible), it is formulated to Nufarm's high standards.

“It killed all the weeds that were there and had one of the better prices,” Nunweiler says.

One of the reasons he and others gravitate toward Nuglo is the wide range of packaging options for farms of all sizes: including 10, 115, 450 and 1,000 litre packs. As someone who seeds 5,500 acres, the less handling the better.

So, whether you need a rainfast, Roundup Ready product or something simple, Nufarm gives you two rock-solid choices. ■



Barry Chappell



Brett Nunweiler

# Credit® 45

# The off-patent revolution.

With so many herbicide choices, how do you decide?

**E**ffectively controlling weeds is a priority for Canadian farmers. Controlling herbicide costs? Well, let's just say that's become a whole lot easier these days.

In recent years, growers have witnessed an explosion of new herbicides. The thing is, most aren't new products – but new versions of older products (often referred to as “generics”).

“You can chalk it up to the huge number of products developed in the 1970s and '80s that have recently come off-patent,” explains Nufarm Commercial Manager, Grant Deveson.

When a product's patent expires, it opens the door for competitors to access chemistries that were previously the exclusive property of the company that developed them.

Farmers are the big winners, since these new products lead to more competitive pricing. For proof, look no further than the dramatic decline in glyphosate prices in recent years.

However, price alone does not dictate whether or not something is a good fit. If a product is not up to par, it doesn't matter how little it costs.

So how do you choose?

## Not all off-patent products are created equal.

**T**here is a perception that off-patent alternatives are not up to the same high standards as the original. According to Grant Deveson, it all depends on the company behind the product.

“When considering the off-patent version of a product you've come to rely on, the most important thing is to choose a reputable company with a proven track record for quality control,” Deveson explains.

Nufarm has been offering prairie farmers alternative versions of well-known products for over ten years. Products made in Canada – to the highest industry standards at the Nufarm plant in Calgary, Alberta.

Retailers and growers have come to trust Nufarm's off-patent products, thanks to the consistency and quality of herbicides such as Mextrol® 450

(Nufarm's version of Buctril® M), Credit® 45 glyphosate and Approve® (an alternative to Thumper®).

In recent years, this has expanded to include graminicide products that are now off-patent, including Nufarm's Signal® (Horizon®) and Cordon® (Puma® 120 Super).

Nufarm Calgary Plant Manager, Dale Winter, has overseen the manufacturing of herbicides for both Nufarm and some of the biggest names in weed control. He is confident that Nufarm's staff, facility and processes meet the highest standards when it comes to quality control.

“Between the production department and the lab, we have about 200 years of combined experience,” Winter says with a smile.

The Plant Manager reveals that each new batch of every single product formulated at the plant is rigorously tested to ensure it meets Nufarm's exact specifications. In addition, all cases and shuttles are specially labeled so they can be tracked once they leave the plant.

“We have all the technology, expertise, experience and training to guarantee a consistently top-quality product each and every time. My team takes great pride in that.”

## Insist on a fully serviced off-patent.

**O**ne of the main knocks against so-called 'knock-offs' is that most are not serviced. This is what sets Nufarm's off-patent offering apart.

“We have 100% confidence in our products. If we expect farmers to put faith in our herbicides and choose them over the original, we have to put our money where our mouth is and offer a service guarantee,” Grant Deveson says.

Nufarm provides the same backing on the majority of its off-patent products as it does on its premium branded herbicides. That way, if there is a performance related issue, Nufarm can address it to the customer's satisfaction.

No wonder Nufarm is Canada's leader in off-patent solutions. ■

# The changing horizon.

**Nufarm's Signal® challenges leading wild oat and millet product.**

One of the most recent herbicides to come off-patent is a prairie favourite for wild oat and millet control in wheat.

Clodinafop is the key active ingredient in Syngenta's Horizon®, a Group 1 post-emergent herbicide for wheat and durum crops.

With a proven ability to safely control wild oats and millet, a wide application window and the widest range of tank mix options, clodinafop products have become the top selling grass herbicide in Western Canada.

Nufarm has introduced its own clodinafop herbicide: Signal®.

Cam Williamson is the Manager of Southwest Terminal in Cabri, Saskatchewan. It is one of the province's newest full-service fertilizer and ag-chem facilities.

Williamson says Horizon has always been a top seller in southwestern Saskatchewan. At one point in his career, he would have typically recommended only original "name brand" herbicides. But as someone who thinks the programming associated with the big names has gotten out of control, he says he's "changed his tune."

Of all of the clodinafop herbicides now available, he's sold on Signal. Although he says Signal is not the cheapest of the bunch, it does offer the best overall value when he factors in the service and support he gets from Nufarm.

How have his customers reacted?

"Farmers can be a little leery with new products. As long as we, as a retailer, think it's a good product, we can convince growers to try."

After using Signal for just one season, his customer response was almost unanimous. This year, the majority of his customers opted for Signal. In fact, they came to ask for it by name.

"In 2009, everybody asked for Horizon but we made the choice of mainly selling Signal. In 2010 everybody came in asking for Signal.

We've had no complaints."

What Williamson and his customers like best is Signal's easy to use 200 acre bulk packs. He is especially pleased that Signal comes with Enhance – a new high-performance, low-volume adjuvant, where a little goes a long way.

Alvin Moore, who farms northwest of Rosetown, Saskatchewan backs Cam Williamson's observations. Moore's own retailer suggested the long-time Horizon user make the switch to Signal. Figuring "go big or go home," Moore sprayed the new herbicide on 5,500 acres of durum and was extremely satisfied.

"The 200 acre jugs are a lot nicer than the competitor's 40 acre jugs. There was no trouble tank mixing. There's no doubt we'll use Signal again. We're very happy with it." says Moore

Part of the reason Cam Williamson and other retailers are so comfortable recommending Nufarm's off-patent herbicides is their experience with other Nufarm products.

"I've never had a problem with a product backed by Nufarm," Williamson says. "The quality has always been great." ■



Cam Williamson



Alvin Moore

# Signal®

# Profile on CleanStart®

## Grand-slam burndown control for canola and pulses.

It's the only non-residual high performance burndown for canola, and is also registered for use ahead of pulses. No wonder CleanStart® has become the spring burndown herbicide of choice for these high value crops.

Nufarmer spoke to several prairie growers who confirmed what everybody has been saying about this unique product, available exclusively through Nufarm.

Namely, that CleanStart is the best thing to come along for canola and pulse crops in years for three big reasons:

1. **Exceptional control of tough weeds: including volunteer canola (even glyphosate tolerant varieties), spring germinating dandelions and kochia.**
2. **Noticeably faster burndown control vs. glyphosate.**
3. **A no residual, no-worry burndown.**

## A need for speed.

### Faster burndown drives interest in CleanStart.

For Terry Schneider and his customers at Valley View Co-op in Virden, Manitoba, CleanStart's knack for killing off emerged weeds quicker than glyphosate is one of the big reasons they've embraced this new burndown.

"(My customers) don't have time to watch weeds die. CleanStart went in and did the job it was supposed to," the Crop Production Manager explains.

CleanStart's unique active ingredient, carfentrazone, is shown to dramatically speed up burndown when applied at recommended water volumes (10 gallons/acre). Results can range from three days to a week faster than glyphosate, depending on the field conditions at application.

With weather being as unpredictable as it is, Schneider believes every extra day you can buy through faster weed control, the better.

While the speed of control is a nice bonus, Valley View Co-op's Schneider says the real advantage of this non-residual contact herbicide is that it is a "catch-all."

"It cleans everything. It does what it says it's going to do. When you have a dozen producers who use it and all say they like it and will use CleanStart again, it's easy to recommend." ■

#### CleanStart Smarts:

##### Spray quality is essential.

"CleanStart is a contact herbicide. It always performs best at the recommended 10 gallon/acre water volume. Medium-fine droplets are ideal."

*Myles Robinson, Nufarm  
Southern Manitoba  
Territory Manager*



Randy Taylor



Terry Schneider



David Krasko

# No residual gives growers greater flexibility.

As much as you like to plan your crop rotations well in advance, in wet years like the one we just had, it can come down to a “game day decision.”

Randy Taylor farms 2,700 acres near Gull Lake, Saskatchewan. His rotation includes peas, red lentils, hard red spring wheat and soybeans. This year, the endless spring downpours put a wrench in his rotation plans.

Fortunately, by using CleanStart for his all-purpose burndown, he had the option of switching seeding plans at the last minute – and putting in a crop suited to a shortened growing season. All thanks to the fact CleanStart has no residual.

“In a year like this, it gives you flexibility. You can pretty much seed anything into a CleanStart field. You can spray, change your mind two weeks later and seed something else,” Taylor reveals.

With no-residue, CleanStart can be safely applied as a pre-seed treatment ahead of canola, pulses, flax, wheat, barley, oats and even sunflowers. These crops greatly benefit from CleanStart’s ability to eliminate early weed competition.

Randy Taylor says he does not have the same luxury if he goes with a 2,4-D and glyphosate burndown – a tank mix he often uses for added control ahead of wheat.

“In these wet springs, sometimes you reach the point of no return, where you’ve missed your window to grow wheat,” Nufarm’s Southwest Saskatchewan Territory Manager, Devron McLeod explains.

“By using CleanStart, Randy kept his options open, and was able to put in a canola crop instead of taking the field out of production entirely.” ■

## CleanStart Smarts:

### Warm weather works better.

CleanStart will be most effective when applied under warmer temperatures and sunny conditions.”

*Neil Friend, Nufarm Central Alberta Territory Manager*

## CleanStart Smarts:

### Size matters.

“CleanStart will deliver the control as promised – as long as you spray at the right weed stage:

- Volunteer Canola (2-3 leaf stage)
- Kochia (less than 4” tall)
- Spring Germinating Dandelion (when the rosette is at or below 3” in diameter).”

*Boyd Bergstrom, Nufarm Western Canada Sales Manager*

## A solution for narrow-leaved hawk’s-beard.

While narrow-leaved hawk’s-beard may not appear on the CleanStart label, many farmers and retailers have been pleasantly surprised to find this troublesome weed does not appear in fields following a CleanStart burndown application.

Adding to the growing anecdotal evidence is David Krasko of Gull Lake, Saskatchewan, located west of Swift Current on the Trans Canada Highway.

His retailer suggested CleanStart might help him get a handle on the narrow-leaved hawk’s-beard, so he decided to apply it on his lentil and chickpea ground.

“Last year I used glyphosate at a 1L/acre rate. It didn’t even touch the hawk’s-beard. With CleanStart I definitely got the first flush,” Krasko reveals.

Getting that first flush was critical to David Krasko. He finds that if lentils and chickpeas can sprout in a weed-free environment, they are actually quite competitive as they grow.

For more information about controlling narrow-leaved hawk’s-beard, consult with your retailer. ■



# CleanStart®

# Assert®

## A prescription to fight resistance.

### The proven Group 2 wild oat control of Assert®.

It's often said that if you run to the doctor for antibiotics every time you have the sniffles, you're helping to create new flu strains that are resistant to medicine.

The same thing applies to herbicide usage. When farmers become too reliant on a particular herbicide group, it can lead to resistant weeds. It's survival of the fittest: weeds can become naturally tolerant to the herbicides designed to kill them.



Jordan Sawchuk

Wild oats are a prime example.

"Everyone needs to be aware of Group 1 resistance," cautions Jordan Sawchuk, a crop consultant based out of Erickson, Manitoba.

That province is on the frontline of a resistance problem that is being documented, to the grave concern of farmers. Sawchuk and others are observing a noticeable increase of Group 1 resistant wild oats.

This has led him to always include Group 2 products in his rotation. Including Nufarm's Assert®.

"Assert does a very good job of controlling the wild oats that are there," he says. This is especially true when growers use the 32-acre per case rate, recommended for optimum performance.

Sawchuk notes Assert stands out as the only Group 2 product that can be used in barley. More than simply a barley-only herbicide, Assert also provides solid control in wheat, allowing growers to spray both crops without having to change the tank mix. It's an added bonus when things get busy. ■

#### Nufarm Agriculture Inc.

P.O. Box 44055,  
South Centre Postal Outlet,  
Calgary, Alberta, T2J 7C5

**Toll Free 1-800-868-5444**

**[www.nufarm.ca](http://www.nufarm.ca)**

Approve® and Credit® are registered trademarks of Nufarm Ltd. Assert®, CleanStart®, Cordon®, Estaprop® and Mextrol® are registered trademarks of Nufarm Agriculture Inc. Signal™ is a trademark of Nufarm Agriculture Inc. All other products are trademarks of their respective owners.



**Leaders in off-patent solutions.**