

Strada ready for 2007 rice

By CECIL H. YANCY JR.

SAGRO USA Inc. expects a label on its new herbicide, Strada, in the first quarter of 2007 and anticipates an adequate supply for rice growers in the Mid-South.

In Italian, the word "strada" means street or path. Isagro USA hopes growers will find it a good path to weed control.

Strada will come in a WG formulation for foliar applications and a GR formulation sometime in 2008. The company expects registration for California in 2008.

Extensive testing

The herbicide has undergone five years of exhaustive testing in all of the rice-growing areas of the United States. The active ingredient is orthosulfamuron.

Strada is used postemergence to control broadleaf, sedge and aquatic weeds in dry- and water-seeded rice. The herbicide is an ALS inhibitor. ALS chemicals inhibit the production of branched-chain amino acids found only in plants.

Strada is absorbed through foliar, shoot and root uptake pathways and offers favorable mammalian toxicity and environmental fate profiles.

In the Mid-South, Strada is being positioned following residual herbicides such as Command and Facet, and is well-suited for use in a Clearfield production system with NewPath, says Mark Quick, Isagro's national sales and marketing manager.

"Strada is most impressive when used in a program with other residuals," says Chris Leon, Isagro USA field development specialist.

In small-plot research, Strada had 90%-plus weed control in a program with residuals in comparison with competitors, says Leon.

"Strada looks good when following a residual herbicide," he says.

In the area of crop safety, Strada excels, Leon adds, pointing to a study at Texas A&M University that showed only 3% root stunting versus 14% of a competitor. Although research has shown a 4- to 10-bushel yield boost with Strada, the company is focusing on the crop-safety aspect.

"Strada's broad-spectrum weed control and crop safety are important aspects," Quick says. "We've also seen a yield enhancement, but we're not hanging our hat on that."

Growers are advised to apply the herbicide two to 10 days before flooding to gain maximum control of target weeds and to reduce the window for reemergence of weeds.

Marketed by Valent

Isagro USA is a subsidiary of Isagro SpA, a discovery-based Italian company with more than 30 years in the crop protection industry. Their products include Domark, marketed by Valent, and Badge. Isagro USA has teamed up with RiceCo to support the introduction of Strada in its first year on the market in the United States.

RiceCo is a global company that provides rice growers with technology and crop protection products and services.

Dennis Krass, the president of Isagro

Key Points

- Strada will be available in 2007 for Mid-South rice weed control.
- Isagro is teaming with RiceCo to introduce Strada to the U.S. market.
- Strada works well following residual herbicides, spokesmen say.

USA, says the alliance will strengthen the launch of the first U.S. rice herbi-

cide offered by the company.

"We entered into this agreement with RiceCo because it offers the superior product support team needed for our new rice herbicide to be successfully introduced to U.S. producers," Krass says.

"RiceCo and Isagro have a good working relationship," Quick says. "It benefits both of us, having agronomists in the field to shepherd the introduction of Strada."

EXTENSIVE EFFORTS: Chris Leon, an Isagro USA field development specialist, says Strada herbicide comes to the market after five years of independent, university and company trials.

