



FOR IMMEDIATE RELEASE:

## **Biofungicide label expansion brings needed new disease management tool for greenhouses**

### ***Unique biochemistry is welcome news for operators***

**May 29, 2009 – Dorchester, Ontario** – Growers of greenhouse vegetables, flowers and ornamental plants now have a new tool to combat plant diseases that threaten the quality and marketability of their crops – and one that carries key certifications. It's the result of a label expansion for biofungicide Rhapsody<sup>®</sup> ASO that was recently approved by Health Canada's Pest Management Regulatory Agency (PMRA).

"We know from the trials that have been done and the work we've done with the greenhouse industry that this is a green chemistry that really fills an urgent need," said Janet Porchak, National Marketing and Communications Manager for UAP, the distributor of Rhapsody ASO in Canada. "As a biofungicide that's based on a natural soil bacterium, Rhapsody ASO offers the advantages of that greenhouse operators are looking for, including zero-day pre-harvest intervals, minimum re-entry intervals and continued access to key markets because of the natural power of this biochemistry."

Rhapsody ASO is a broad-spectrum, preventative biofungicide for the suppression of many plant diseases, including powdery mildew, downy mildew, sclerotinia and other moulds, rots and blights. The label expansion added leafy vegetables, cole crops, cucurbits and fruiting vegetables, all of which are often produced in greenhouses in Canada, as well as turf and lawn diseases. Ornamentals and number of other flowers produced in greenhouses were already on the product's label.

"Rhapsody's favourable environmental profile makes it an ideal product for use under glass," said Sarah Reiter with AgraQuest, the California-based manufacturer of Rhapsody ASO. "Greenhouse operators have had few products to deal with diseases that can quickly develop in their vegetables and plant plugs under the humid climates created by their greenhouses. So I have no doubt that this label expansion is very welcome. It is truly bio-innovation at work."

Key organic certifications that Rhapsody has earned include the Organic Materials Review Institute (OMRI), the USDA's National Organic Program (NOP) and two increasingly popular yardsticks for organic production and export approvals – JAS, the organic standard for Japan, as well as the Washington State Department of Agriculture organic designation.

### **Unique biochemistry at work**

Rhapsody, with three modes of action, harnesses the power of biochemistry to set it apart from other bio products and commonly used conventional fungicides, according to Dr. Brett Highland, a research scientist with AgraQuest. "The *Bacillus subtilis* strain QST713 soil bacteria produces the unique and

patented combination of three groups of biochemicals called lipopeptides. Not only does this make the multi-site modes of action possible, it produces 10 to 100 times more lipopeptides than other commercial *Bacillus subtilis* strains making it more effective. It works on the leaf surface and with the activity of three different chemical classes for maximum effect in disease prevention.”

### **About UAP Canada**

Founded in 1978, United Agri Products (UAP) is the largest distributor of agricultural and non-crop inputs in Canada and the United States and is an emerging developer of their own proprietary innovative new technologies. UAP is helping growers meet the challenges of higher crop yields and healthier production practices by offering a comprehensive line of proven crop protection products, including plant nutrients, herbicides, fungicides, insecticides and specialty products. These products are available to Canadian growers through national and regional dealers. UAP Canada is headquartered in Dorchester, Ontario, with regional offices in Oak Bluff, Manitoba and Langley, British Columbia and reps in every corner of the country.

### **About AgraQuest**

As a leader in innovative biological and low-chemical pest management solutions, AgraQuest is at the forefront of a shift in how food is grown. AgraQuest focuses on discovering, developing, manufacturing and marketing highly effective biological and low-chemical pest, disease control and yield enhancing products for the agricultural, home & garden and food safety markets. Through its Agrochemical and BioInnovations Divisions, AgraQuest provides its customers and partners with tools to create value-enhancing solutions. AgraQuest has its own direct sales force in the NAFTA crop protection markets, and sells its products through a network of distributors and partners in other global regions as well as in several non agriculture related markets.

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