



FOR IMMEDIATE RELEASE
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SERENADE[®] MAX Receives Canadian Registration

DORCHESTER, ON – A new bio-fungicide to control a wide range of foliar and bacterial diseases, including botrytis and powdery mildew on over 90 fruits and vegetables is now available to the Canadian market. **Serenade[®] Max** contains the active ingredient *Bacillus subtilis* (QST 713) that effectively attacks spores and prevents infection. **Serenade[®] Max**, developed by AgraQuest, Inc is part of a family “green technologies” targeted at the agricultural and horticultural segments. **Serenade[®] Max** is OMRI[™] listed in the US.

“**Serenade[®] Max** features a unique, multi-site mode of action that makes it the perfect weapon to combat quickly mutating disease pathogens and delaying resistance,” says Nevada Smith, Marketing Manager for AgraQuest. “**Serenade[®] Max** is a broad spectrum fungicide that offers activity on several disease pathogens and crops, including botrytis, sclerotinia and powdery mildew,” explains Smith.

United Agri Products will begin marketing **Serenade[®] Max** in Canada immediately and will be available to growers through their local crop protection retailer. “We are very excited about **Serenade[®] Max** because conventional producers have access to soft chemistry that is a very effective tool for disease management. It’s rare to have chemistry that is so effective in conventional production that is also a natural fit for organic production as well,” notes Jeff Crampton, Product Manager, UAP Canada. “It gives growers options to rotating chemistries and keeping other effective products viable with respect to resistance management strategies,” adds Crampton.

AgraQuest is a biotechnology company that focuses on discovering, developing, manufacturing and marketing effective, safe and environmentally friendly natural pest products for the agricultural, institutional and domestic markets. Since 1995, AgraQuest has proven that the world is an untapped source of new and natural pesticide products. More than 50% of human drugs are derived from natural sources like plants and microorganisms; but only a small percentage of all pesticides are derived from these sources. After discovering and screening over 20,000 microorganisms, AgraQuest has developed and commercialized a line of innovative, effective, natural products for pest management.

Founded in 1978, United Agri Products (UAP) is the largest distributor of agricultural and non-crop inputs in the United States and Canada. UAP markets a comprehensive line of products, including crop protection chemicals and plant nutrients to national and regional dealers. UAP's extensive infrastructure is a critical element of their supplier's route-to-market, as it enables them to reach a highly fragmented customer base.

For more information, visit www.uap.ca or contact:

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