



FOR IMMEDIATE RELEASE:

Serenade biofungicide now available for potatoes, soybeans, canola, hort crops

Unique biochemistry makes it a smart rotational choice with good fit for certain markets

May xx, 2009 – Dorchester, Ontario – Growers of just about any crop grown in Ontario and eastern Canada – from potatoes and soybeans to horticultural crops and vineyards – can now use an innovative new biofungicide as a result of label expansions on Serenade® recently approved by the Pest Management Regulatory Agency (PMRA).

Serenade is a broad-spectrum fungicide derived from a natural soil bacterium. It is registered for the suppression of key plant diseases across many row and horticultural crops, including Botrytis blight, downy mildew, powdery mildew, Sclerotinia stem rot, white mould, early blight and other rots, moulds, blights and leaf spots.

“The great news is that just about whichever crop you grow, in whatever part of Canada, you now have access to the advantages of the leading bio-fungicide for use on your crop,” said Janet Porchak, National Marketing and Communications Manager for UAP, the distributor of Serenade in Canada. “With its unique multi-site modes of action, it is a great rotational product to help extend the life of other chemistries.”

“We’re very excited about the fact we can bring this unique product to the Canadian market. Serenade is a very effective new option plus has the added bonus of organic certifications that can help keep the door open to more domestic and export markets for your crops,” explained Porchak.

Unique biochemistry at work

Serenade, 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.”

“Serenade truly is bio-innovation at work,” said Sarah Reiter from AgraQuest, the California-based manufacturer of Serenade, noting that growers find the zero-day pre-harvest interval and minimum re-entry intervals as key advantages.

Key organic certifications that Serenade 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.

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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