

# Serenade<sup>®</sup> Fungicide – Certified Tool

**SERENADE** is a broad-spectrum fungicide derived from a natural soil bacterium, and is registered for the control of bacterial and fungal diseases in a number of crops.

The soil bacteria found in **SERENADE**, *Bacillus subtilis* – QST713 strain, produces a unique and patented combination of three groups of biochemicals called *lipopeptides*, which make it more effective. It also harnesses the power of biochemistry, providing three benefits:

## 1. Broad anti-fungal activity

Three different classes of Lipopeptides kill fungal cells by puncturing the cell membranes. They are highly stable and resistant to elevated temperature and pH extremes. They do not require time or weather to activate.

## 2. Anti-bacterial activity

Contains additional chemical classes that produce activity on pathogens and remain stable through the drying process. They block bacterial cell protein production and cell wall formation.

## 3. Plant activating

Elicits plant response through Induced Systemic Resistance (ISR), resulting in enhanced yield and quality, proven with bioassay and RNA analysis.

### Other benefits include:

- Zero days to harvest (PHI) – adding flexibility
- Minimum re-entry time (REI) – letting you get back into the field sooner
- No MRL residues – giving you freedom in exporting
- Registered on multiple crops – offering flexibility in crop protection tools
- New and multi-mode of action – excellent resistance management option
- Available for use in conventional or organic production – great integrated pest management tool

### Certificates obtained by Serenade are:

- OMRI
- JAS
- NOP
- PROCERT

**Help your crops today with SERENADE, the future of fungicides**

For more information go to [www.uap.ca](http://www.uap.ca) or call our customer service at:

Ontario & Maritimes: 1-800-265-5444

Quebec: 1-800-361-9369

Western Canada: 1-800-561-5444

BC: 604-534-8815

Always read and follow label directions.

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