

# PROTECT YOUR SWEET POTATO PROFITABILITY

## WIPE OUT WIREWORM

With every bite, wireworms damage sweet potato quality, reduce product marketability and decrease revenue potential. Recently, these pests have had the upper hand on your crops because of limited management options. Fortunately, we're entering a new era for wireworm control in sweet potatoes with Nurizma™ insecticide. This unique chemistry from BASF offers a novel and efficacious solution against your number one enemy, wireworms.

It offers a new mode of action against wireworms, giving growers an alternative to older soil-applied insecticides. When crop quality can't be compromised, Nurizma insecticide is the go-to solution to protect profitability.

# PROTECTION AGAINST YOUR #1 ENEMY

Nurizma™ insecticide from BASF is an in-furrow insecticide that targets wireworms and white grubs early in the season. This novel IRAC Group 30 insecticide controls wireworms to help protect your yield potential and profitability. In addition to its efficacy, Nurizma insecticide has a low application rate of 1–2 fl oz/acre, giving you confidence in a great start to the season.

## KEY BENEFITS

- Novel mode of action for resistance management
- A low use rate and only a “Caution” label signal word
- Nurizma insecticide is **not** a Restricted-Use Pesticide which reduces your record-keeping requirements

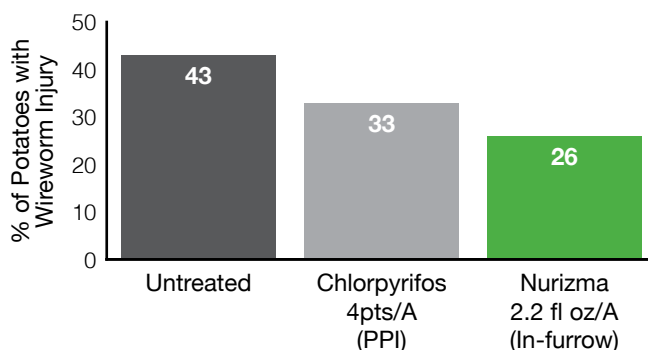
## SCIENCE YOU CAN COUNT ON

As an industry leader in crop protection, BASF is a trusted source for delivering the latest research-backed products to meet today’s evolving pest management challenges. Nurizma insecticide is coming to market to fill a much-needed gap for wireworm control in sweet potatoes. The science behind this novel mode of action has been thoroughly tested to ensure that it meets the needs of today’s growers while remaining a viable solution for the future.

TOPIC	NURIZMA™	BIFENTURE® EC
IRAC Group	30	3A
Active Ingredient(s)	Broflanilide	Bifenthrin
Application Method	In-Furrow	In-Furrow, Pre-Plant Incorporated (PPI), Lay-by
Rate Per Acre* (for 42 in. rows)	1.0–2.0 fl oz/A	19.2 oz/A in-furrow/PPI 3.2–9.6 oz/A Lay-by
Restricted Use Pesticide	No	Yes
Label Signal Word	⚠ Caution	⚠ Warning

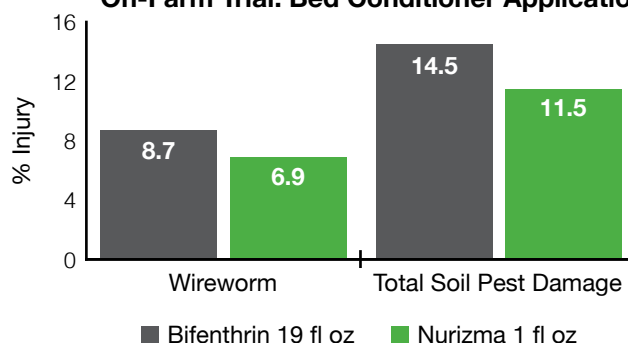
\*Rate depends on row spacing. Refer to label for additional details.

### Nurizma™ Insecticide for Wireworm



2021 small plot replicated study. High wireworm pressure. University of Kentucky IR4 study. Analysis of 30 sweet potatoes per treatment. Chlorpyrifos no longer registered for use.

### Nurizma™ Insecticide: Sweet Potato 2022 On-Farm Trial: Bed Conditioner Application



Bed Conditioner Application: Date 6/16/2022, 10 GPA. Initial applications followed by Bifen 9.6 fl oz layby. Total Damage includes, wireworm, grub and flea beetle. Flea beetle not listed on the label as a controlled pest.

**Contact your local retailer or BASF representative to learn more about how Nurizma insecticide fits into an integrated pest management plan for wireworm control in sweet potatoes.**