

PROTECT YOUR POTATO PROFITABILITY

WIREWORMS NOT WELCOME

With every bite, wireworms damage 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 potatoes with Nurizma™ insecticide.

This unique chemistry from BASF offers a novel and efficacious solution providing widespread wireworm protection.



WIDESPREAD WIREWORM PROTECTION

Nurizma™ insecticide from BASF is an in-furrow insecticide that targets wireworms and white grubs. 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.





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 provide powerful protection against damaging belowground pests.

KEY BENEFITS

- Novel mode of action in potatoes 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

The science behind this novel mode of action was formulated following the success of Teraxxa™ seed treatment combating wireworms in cereal crops. Now expanding into potatoes, Nurizma insecticide 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™ INSECTICIDE BASF	MOCAP® EC INSECTICIDE/NEMATICIDE AMVAC	CAPTURE® LFR® INSECTICIDE FMC	REGENT® 4 SC INSECTICIDE BASF
IRAC Group	30	3A	3A	4
Active Ingredient(s)	Broflanilide	Ethoprop	Bifenthrin	Fipronil
Application	In-Furrow	Pre-Plant Incorporated (PPI)	At plant, lay-by, PPI, foliar	In-furrow
Rate Per Acre* (for 36 in. rows)	1.0 – 2.0 fl oz/A	63.4 – 85.9 oz/A	9.0 – 18.3 oz/A	3.2 oz/A
Restricted Use Pesticide	No	Yes	Yes	Yes
Label Signal Word	 Caution	 Danger	 Warning	 Danger

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

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 potatoes.