

Specialist Cites Benefits Of Syngenta Treated Seed

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LELAND, MISS.

Three key brands sold by Syngenta in the south were discussed recently by Jason Mize, Syngenta Seed Care sales rep for the South Delta, encompassing Mississippi, Louisiana and South Arkansas. Mize is in charge of sales and marketing of the seed care brands in that geography.

Cruiser Max Rice, Avicta Complete Cotton and Avicta Complete Soybeans were his topics of discussion.

"With Cruiser Max Rice we're extremely excited to be back in the rice business in a big way," he said. "What Thiamethoxam or Cruiser adds to rice is really astronomical. When we began looking at Cruiser and the Viggor effect it has in dicots, we had no idea it was going to have that much bigger effect, and really enhance that Viggor effect, and really enhance that Viggor effect, in rice as well in monocots.

The spectrum of insect control that Cruiser provides in rice is really astronomical. It's the only seed applied insecticide (SAI) that controls thrips, aphids, grape colapsis and rice water weevil. Then with Syngenta's three premium foundation fungicides added, Apron XL, Maxim 4 SF and Dynasty, it provides a new perspective on disease control in rice. Dynasty alone provides early season leaf blast control.

"We don't talk a lot about that, but leaf blast can be a big problem and Dynasty really enhances the plant vigor and can push your yields over the top," Mize said.

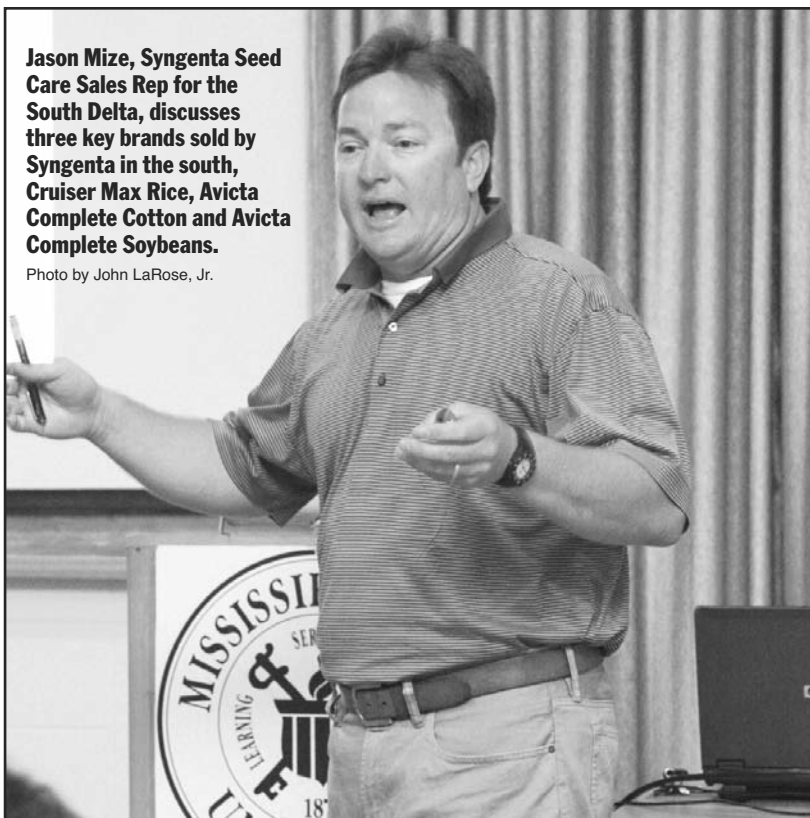
Avicta Complete Cotton is an old standby; people know what it is and know what it has brought to the table. It's a combination of Abamectin, Cruiser and Dynasty DST and it's a foundation here in the south for nematode control. It's easy for growers to use.

"They've gotten away from the Temik boxes and, of course, with the Temik, now off the market, we feel like we're really going to push the envelope and really capture those acres moving forward," he said.

"The key brand we're talking about today though is Avicta Complete Soybeans. Avicta

Complete Soybeans is a novelty in itself when you look at soybeans and early season seed treatments. It obviously is Abamectin Avicta, and it will control not just cyst nematode, but lance, reniform, root knot and any other nematode you have out there. It has Cruiser in it as well, and it controls three corner alfalfa hoppers, aphids and thrips and all those chewing sucking pests.

"All the research that has been done since the inception of Cruiser Max here in the south when you look at all the university trials, we've got a three and a half to five bushel increase," he noted. "That's not Syngenta trials, that's the University of Tennessee, Mississippi State, LSU and University of Arkansas. So it's really a powerful set of data when you look at it and it's not Syngenta's data. That has a lot more credibility to the grower when it comes from the university system."



Jason Mize, Syngenta Seed Care Sales Rep for the South Delta, discusses three key brands sold by Syngenta in the south, Cruiser Max Rice, Avicta Complete Cotton and Avicta Complete Soybeans.

Photo by John LaRose, Jr.

Putting more beans in the hopper for the farmer at the end of the day is Syngenta's goal. The company doesn't see using Avicta on every acre, because every acre is not a nematode acre.

"However, if you have a nematode problem we, at Syngenta, definitely have the solution for that grower," he summed. Δ

BETTY VALLE GEGG-NAEGER: Senior Staff Writer, MidAmerica Farmer Grower

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