



NEWS RELEASE
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Brake On! residual herbicide for permanent crops in strong supply for PNW markets this spring



Brake® On! preemergence residual herbicide for permanent crops features a unique mode-of-action offering growers an alternative solution considering anticipated herbicide shortages this spring.

“We all are hearing reports of impending shortages of various herbicide products,” says Duane Canfield, Ag Marketing Leader for SePRO Ag. “Producers should look to Brake® On! as a unique new herbicide with an excellent crop safety profile for the control of annual grass and broadleaf weeds in permanent crops.”

Brake® On! herbicide was launched successfully in early 2021, and this season, the distribution pipeline has adequate supplies to meet current needs and unexpected demand.

“The product is being marketed in stone fruit including cherries, so we have strong supplies in Washington and Oregon in particular,” Canfield adds. “Brake On!’s crop safety attributes are especially important in cherries and young trees.”

The active ingredient in Brake® On! is fluridone, an HRAC Group 12 herbicide, that provides a unique mode-of-action relative to all other residual herbicides in crops including stone fruit, avocado, mandarin, pistachio, and pomegranate. SePRO is in the process of registering Brake On! for pome fruit as well as many other permanent crops for potential use in 2023.

Ideal Herbicide for IPM

Brake® On! inhibits phytoene desaturase (PDS), an enzyme necessary for carotenoid biosynthesis. As Brake On! is taken up by the roots and readily translocated, it is ideally suited for preemergence use against a wide spectrum of annual grass and broadleaf weeds, including weeds that have developed resistance to other herbicides.

The Group 12 mode-of-action makes Brake® On! a powerful tank mix partner with other residual herbicides and a rotational option for IPM programs.

Other Benefits

Brake® On! delivers broad spectrum, season-long weed control, even in wet or irrigated conditions that challenges other residual herbicides. The unique mode-of-action makes Brake® On! a strong rotational product in a resistance management program.

Research in permanent crops demonstrates outstanding crop safety, even on young trees, which is critical in high-value permanent crop production. No residues have been found in any crop tested.

Product Registration

Federal Registration was received May 2020 and 14 state registrations are secured and pending in New York and California (expected 1Q 2023.) SePRO is in the process of seeking registration for most permanent crops.

More information about Brake On! can be found at <https://ag.sepro.com/brake-on/>

About SePRO Ag

SePRO Ag was created in 2021 as a business unit of parent company SePRO Corporation to focus upon bringing unique crop protection products to specialty crop markets, such as permanent crops, cotton, fruits, and vegetables.

More information about SePRO Ag at <https://ag.sepro.com>

About SePRO Corporation

SePRO Corporation is dedicated to discovering and developing sustainable solutions. Founded in 1994, our mission is to provide plant protection and plant management products and services that fit specialized market needs.

We acquire, develop, manufacture, and market value-added products and services that satisfy the unique needs of our customers.

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