



News Release
Feb. 9, 2023

Major label expansion of Brake[®] On! herbicide announced by SePRO Ag

Brake On! Herbicide

Carmel, IN – Brake[®] On! preemergence herbicide for control of annual grass and broadleaf weeds in permanent crops received a significant expansion of its EPA label. It is now the only Group 12 herbicide labeled for this expansive range of crops. Brake[®] On! Is known for an excellent crop safety profile, even on young trees.

The new label now covers:

- Citrus fruit
- Pome fruit
- Stone fruit
- Hops
- Berries and small fruit (except strawberries)
- Tree nut
- Grass and non-grass forages
- Tropical and subtropical fruit, edible peel (crop subgroup 23A)
- Tropical and subtropical fruit, inedible peel (crop subgroup 24B)

During the past two years, SePRO Ag has produced a wide range of research and commercial demonstrations to support this label expansion beyond the previous approval for use on stone fruit, avocado, tangerine (mandarin), pomegranate and pistachio crops.

“SePRO Ag is excited by the positive response from growers since it was first marketed, and this label expansion brings this powerful new tool to a wider array of crops,” said Sean Lynch, SePRO Ag’s Director. “Our passion is to bring crop protection products to producers that stop yield-robbing, quality-jeopardizing pests from threatening your peace of mind and help preserve your operation for generations to come.”

Brake[®] On! attributes

Brake[®] On! is a Group 12 PDS inhibitor, which makes it the ideal tank mix partner with other residual herbicides by delivering a new mode of action to battle resistance and expand the spectrum of weeds controlled.

Brake[®] On provides season-long weed control, offering a wide application window of up to 30 days pre-harvest. It can even be applied during fall/winter for a jump start on spring weed control activities.

Crop safety is always a concern, and Brake[®] On! can be applied to newly transplanted trees and vines after the soil/potting media has been settled, and plantings have received at least ½-inch irrigation or rainfall (if there are no cracks in the soil at application.)

Visit ag.sepro.com/brake-on to view the new label and trial data.

About SePRO Ag LLC

SePRO Ag was created in 2021 as a business unit of SePRO Corporation to bring unique crop protection products to specialty crop markets. SePRO Ag is now a limited liability corporation. More information at ag.sepro.com.

Media Contact:

Greg Leaf
greg@groupleaf.com | 651-271-2511

Follow us:

