



Intercept 480 SL

Product Stewardship Presentation



***A **new tool** for Wintergrass
(*Poa annua*) Management.***

Agenda

1. Intercept 480SL – The Product
2. Intercept - Action within Plant
3. Application Timing
4. Australian Research Summary
5. Overseas Research Findings
6. The Programmed Approach



Turf PGR's

- Class A – Late GA Inhibitor – **Primo Maxx**
- Class B – Early GA Inhibitor – **SHORTstop**
- Class C – Cell Division Interference
- Class D – Herbicidal Effect
- Class E – Ethylene Production – **Intercept 480SL**



Intercept – The Product

Active Ingredient:

» Ethephon

AI Concentration:

» 480g/L or 48%.

Formulation:

» SL = Suspension Liquid

Pack Size:

» 5 Litres



Wintergrass Development Phases

1st

- Vegetative Phase
- Germination >> Leaf Development >>Tillering

2nd

- Transition Phase
- Shoot Elongation >> Node Production

3rd

- Reproductive Phase
- Boot Stage >>Seed Head Emergence>>Anthesis

Reproductive Phase

Day length
Decreases

Ethylene
levels Decline
in Plant

Wintergrass
enters "Boot
Stage" Initiates
Flowering

Seed Head
Emergence
Results.

Intercept 480SL Influence's on Wintergrass Seeding

Day length
Decreases

Repeat **Intercept
480SL** application
increases plant
ethylene levels

(2 applications 14-21 days
apart)

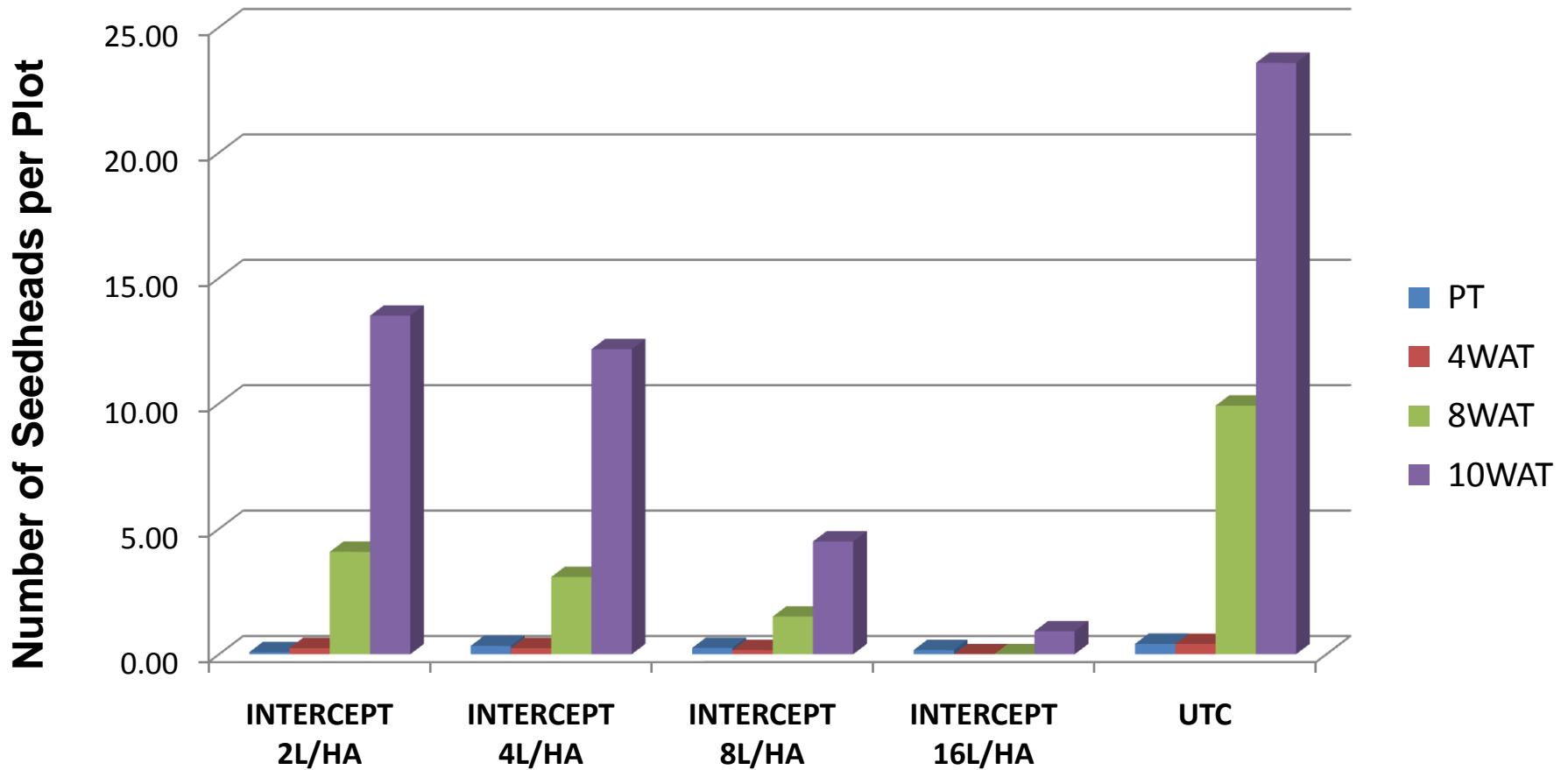
Boot stage
Prevented

**Seed Head
Emergence is
Prevented**

A program approach

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
SP BENTGRASS		<	x	x	x	x	>		<	x	x	>
VITALISE		<	x	x	x	x	>		<	x	x	>
RENOBLEN 7-1-9	↔							↔				
INTERCEPT 480SC	x	>			<	x	x	x	>			<
SHORTSTOP 200SC		<	x	x	x	x	>					
PRIMO MAXX	>							<	x	x	x	x

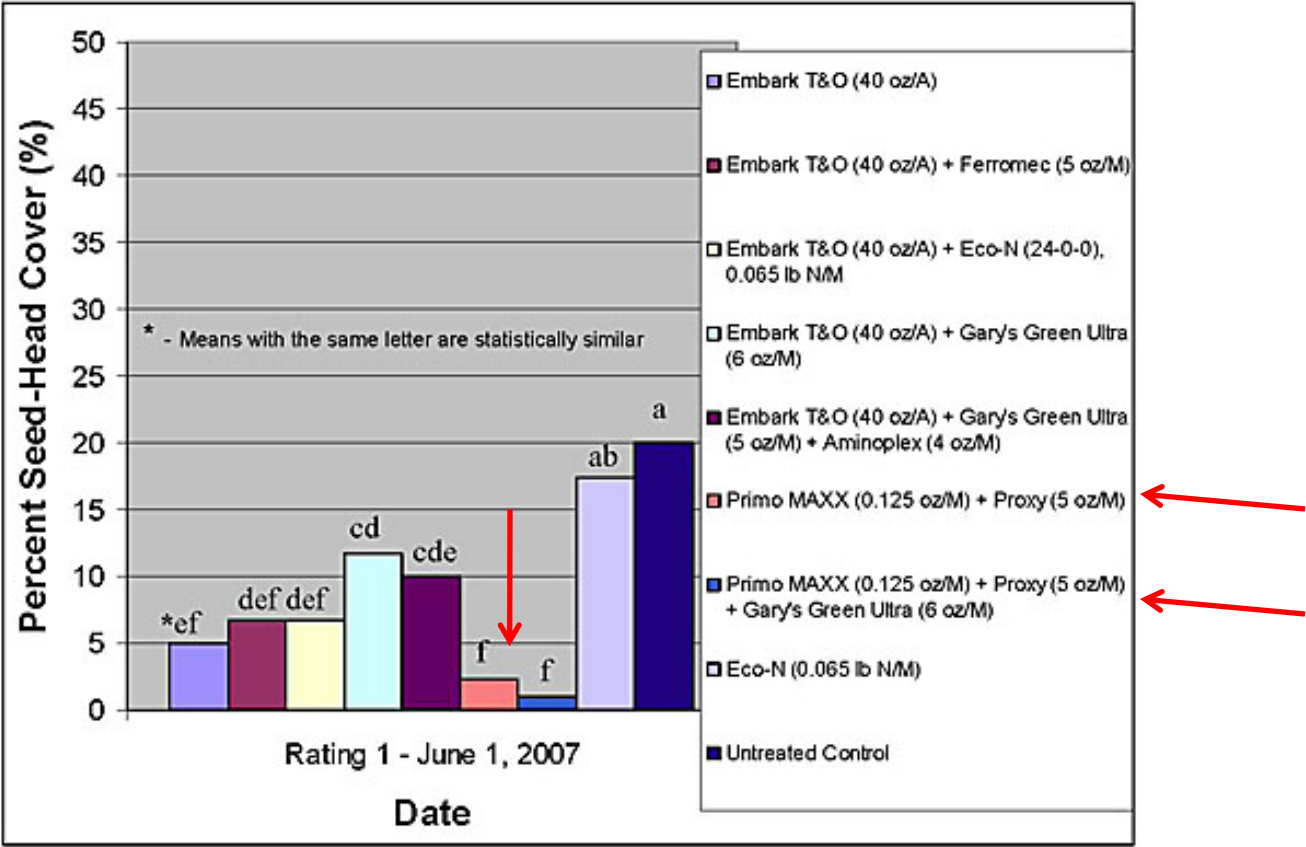
Australian Research Data



2 applications, 21 days apart.

Trial Conducted at New Brighton Golf Club, April 08.
Repeated at same location in 09.

US Research



Trial conducted by Penn State University, June 07.

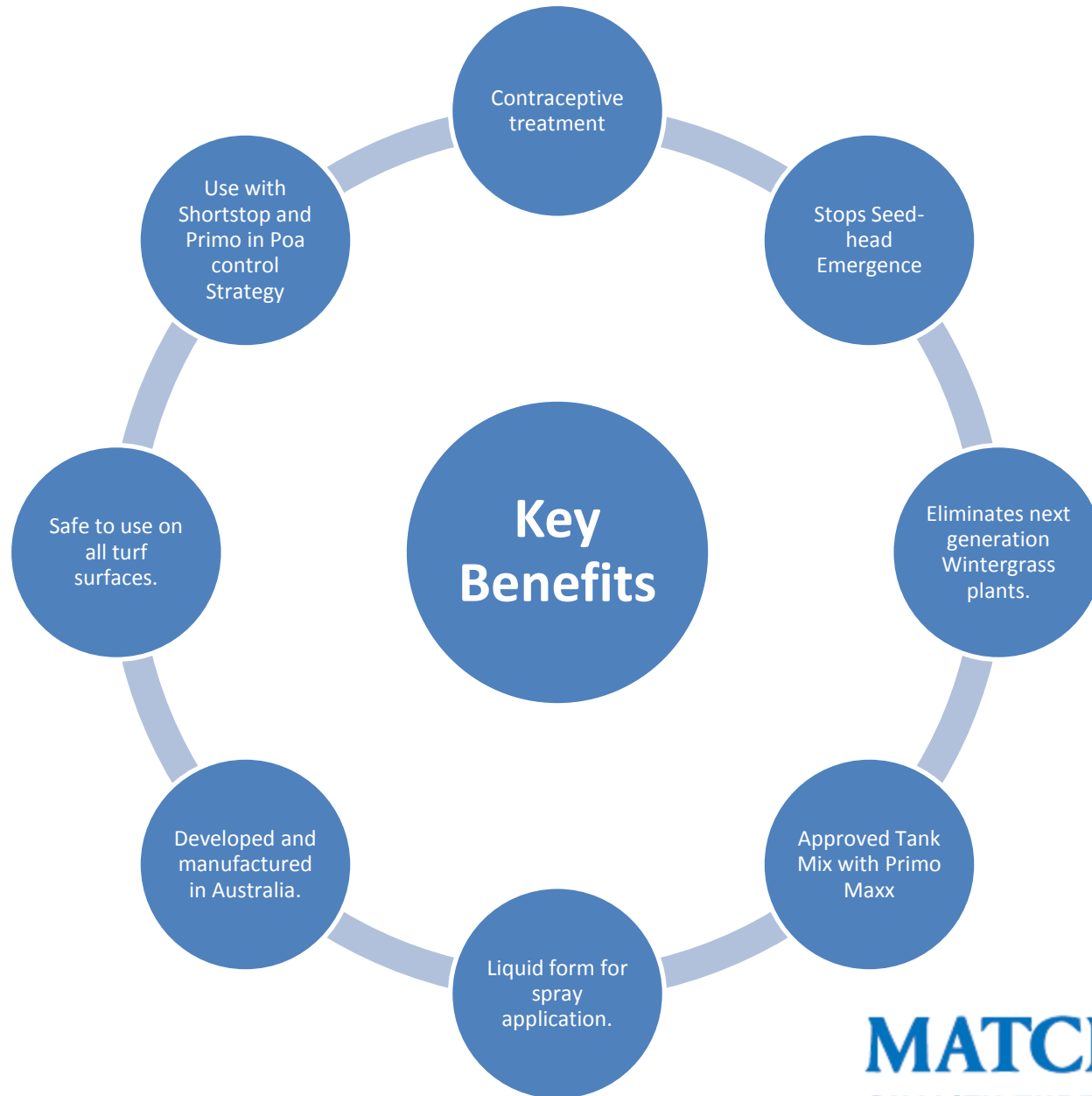
Intercept 480 SL

Directions for Use

Intercept - Directions for use

CROP	PEST	RATE	CRITICAL COMMENTS
Golf Course Greens	Wintergrass (<i>Poa annua</i>) seedhead suppression	7-10L in 400-500L of water per hectare	<p>Make initial application prior to the emergence of new seedheads in Spring and Autumn. A period of 2 - 3 weeks after application is required for maximum seedhead suppression performance. A repeat application is required in 14 - 21 days.</p> <p>Tank mixtures of Intercept and Primo MAXX at 400mL/ha can be used to promote seed head suppression as well as turfgrass quality. Application of this mixture during frost periods may cause temporary turf discolouration.</p>

Intercept 480SL – Key Benefits



A program approach

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
SP BENTGRASS		<	x	x	x	x	>		<	x	x	>
VITALISE		<	x	x	x	x	>		<	x	x	>
RENOBLEN 7-1-9	↔							↔				
INTERCEPT 480SC	x	>			<	x	x	x	>			<
SHORTSTOP 200SC		<	x	x	x	x	>					
PRIMO MAXX	>							<	x	x	x	x