

GROWERTALKS

GT in Brief

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BASF launches Empress Intrinsic fungicide

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You can never have too many fungicides in your arsenal and BASF gives you a new one that happens to have plant health benefits beyond just disease prevention and control.

Empress Intrinsic, with the active ingredient pyraclostrobin, provides protection against four root and crown disease pathogens: fusarium, phytophthora, pythium and rhizoctonia.

But in addition, BASF's research shows that Intrinsic fungicides control disease and give plants resilience to stresses that can occur during production.

Kathie Kalmowitz, Market Development Specialist for BASF, says: "When used during transplant, and at propagation for rooted plugs and seedlings or rooted cuttings, the plant health benefits of Empress Intrinsic brand fungicide include increased growth efficiency through stronger and enhanced root growth, as well as improved stress tolerance."

The Empress Intrinsic label include greenhouses, lathhouses and shadehouses, interiorscapes, outdoor nurseries (field and container) and retail nurseries.

This is the second Intrinsic-brand fungicide BASF has introduced to the greenhouse and nursery market. The first was Pageant, launched April 2012. Pageant controls downy mildew, powdery mildew, anthracnose, Botrytis, fungal leaf spots, Rhizoctonia, Fusarium, Cylindrocladium and more.

For more information, visit IntrinsicPlantHealth.com or BetterPlants.basf.us. **GT**