

New Chemical Class of Insect Control

Turf and ornamental professionals know it takes a unique combination of nature and nurture to create a beautiful landscape. Now, a new spinosyn chemical class offers a pest management tool derived from a *naturally occurring* organism for their IPM programs. It's an innovation pairing high efficacy with a profile that can save time, money and environmental concern.

Known as Conserve* SC (suspension concentrate) turf and ornamental insect control, this tool offers quick and effective control

of a wide variety of tough insect pests, including sod webworms, cutworms, armyworms, and ornamental pests like leafminers and thrips.

Derived from the fermentation of a naturally occurring organism, Conserve offers rapid control at very low rates. Plant damage ceases immediately, and control is evident in one to three days.

At the same time, it has a profile that includes:

A "Caution" signal word, indicating reduced risk.

A four-hour WPS reentry interval.

Conserve can also be used without worry about phytotoxicity on all turfgrasses and most ornamentals.

Conserve should be applied when insect pests are young and vulnerable — just prior to the point of turf or ornamental damage. When pests are exposed to it through ingestion or contact, it acts on their nervous system's nicotinic acetylcholine receptors, stops their feeding on plant materials and quickly eliminates them.

Its unique mode of action makes it an excellent product for use with IPM programs or rotation programs designed to



Conserve* SC
Turf & Ornamental Insect Control



fight resistance. All this without sacrificing efficacy or efficiency.

For more information about Conserve, contact your Dow AgroSciences representative or the Customer Information Center at 1.800.255.3726.

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Taking control, responsibly

Oh, the damage they do. From chewing insects such as webworms and cutworms that directly consume plant tissue — leaving holes or notches in grass blades, to sucking insects such as aphids and chinchbugs that actually pierce plant tissue and withdraw sap, insects can cause a lot of damage to turf, and to your business.

Line of Defense

How to stop them? The best control will be achieved through a multi-faceted approach — the philosophy behind IPM. The goal of IPM is to manage pests and the environment while balancing costs, benefits, public health and environmental quality. By taking advantage of some of the most effective pest control options available, you'll keep pest damage to a minimum:

- Natural Forces. Take ad-

vantage of nature. Consider climate and adverse weather conditions, soil type (heavy, poorly drained soils, for example, favor some pests) and the food and water supply pests need to live.

- Host Resistance. Many pest-resistant turfgrass varieties are available to keep pest populations below harmful levels.

- Cultural Control. Keeping turf healthy is the best defense against insect aggression. Fertilize properly, water deeply and infrequently, mow at recommended heights (never cut off more than 30 to 40 percent of the grass blades in any one cutting); cultivate properly to keep turf strong and less vulnerable to environmental stresses.

- Plant Tolerance. When damage is occurring, find a threshold level the plant can tolerate.

- Insecticidal Control. Look to Dursban* insecticide. Dursban offers economical control of more than 140 insect pests including worms, ants, fleas, ticks, mole crickets, aphids and chinch bugs.

A balanced approach

When using insecticides, consider factors that can affect their performance. Here's what to con-

sider doing to enhance their performance while still adhering to the principles of IPM:

- Fertilize regularly. Insecticides work best if an annual fertilizer program is followed along with cultural practices to strengthen turfgrass plants before pests attack.

- Identify the pest. Before applying an insecticide, positively identify the species of pests in the environment. Make sure the insect appears on the insecticide label to be applied.

- Research pest life cycles. Knowing when to control is as important as knowing what pests to control. Strike when they are most vulnerable, usually when insects are in early larval or nymphal stages. That's when they are more susceptible to treatment.

Effective and Economical

Dursban is available in various formulations including liquid, wettable powder in pre-measured water-soluble packets, granules and on fertilizer; and offers long residual control. No wonder it has remained the industry standard for professionals for more than 30 years.

Dursban is recommended for use on all cool- and warm-

season turfgrasses and can be used to treat most landscape-grown ornamentals. It can be tank mixed with most other insecticides for application to turf or ornamental plantings, broadening the spectrum of pest control. It binds with thatch and organic matter in soil, and resists leaching even in heavy rainfall.

IPM programs rely on a balanced use of control measures. For lawn care and landscape professionals, following IPM simply means more vigorous turfgrass and plants, pest identification and more efficient use of chemicals. Dursban provides effective control at low rates, which allows you to take control — responsibly.

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