

ICI Markets First Soil Active Pyrethroid

WILMINGTON, DE. — Corn producers can now add a new product to their list of soil insecticide control products. ICI Agricultural Products announces the registration by the Environmental Protection Agency (EPA) of new Force® insecticide for insect control in corn. The registration covers field corn, seedcorn and popcorn. Force is the first pyrethroid specifically designed as a soil insecticide. In hundreds of tests conducted across the Corn Belt

during the past several years, Force consistently outperformed all other soil insecticides for control of rootworm and cutworms. In addition, Force has a lower level of toxicity than other soil insecticides, lessening risks to operators, other mammals and birds. The unique chemistry of Force also reduces the chemical burden on the environment. David Walton, ICI product manager, says the development of Force is another step in the evolu-

tion of pesticide chemistry. "What's new and different about this compound is that it is the first soil active pyrethroid active enough to be used alone in soil insecticide products," he explains. "Force is a perfect package--superior rootworm and cutworm control in a single soil insecticide product, with less impact on the environment." The active ingredient in Force, Tefluthrin is a compound discovered and researched by ICI scien-

tists at the company's central research station in Jealott's Hill, England. The risk of groundwater leaching or contamination with Force is extremely low because of Tefluthrin's low water solubility and soil mobility. In tests conducted during four years Force also has shown no susceptibility to enhanced microbial degradation in aggressive soils. Force also effectively controls billbugs, lesser cornstalk borer,

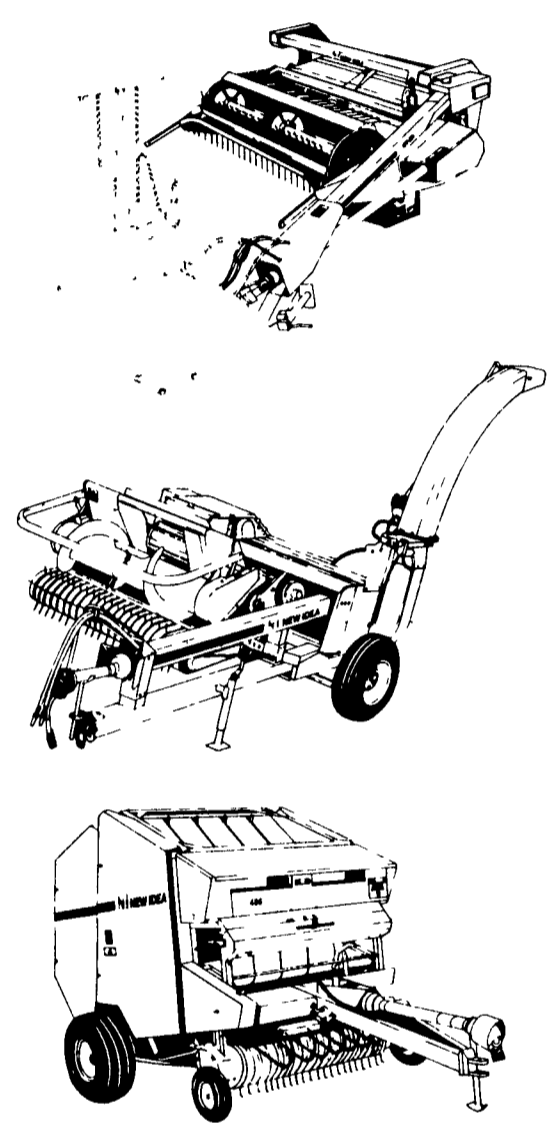
seedcorn maggots, and seedcorn beetles while suppressing wireworms and white grubs. It is soil applied at planting at 8 to 10 ounces per 1,000 feet of row. Force has a unique low dust, low odor formulation. For more information on Force, call the ICI Information Service Line at 800/759-2500.

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