

* Greenhouse floors added to Marengo label (see page 2)

OHP portfolio expands again!

Segway O fungicide shines against disease

You can never offer too many solutions to the challenges faced by today's production ornamental growers.

In May, OHP signed a marketing partnership to add Segway® O ornamental fungicide to our product portfolio and it is currently available through authorized OHP distributors.

Segway O gives growers yet another tool in the fight against three hard-to-control diseases. Segway O provides excellent control of oomycete diseases such as pythium, phytophthora crown and root rot, phytophthora aerial blight, and downy mildews.

"We're pleased to add a quality product like Segway O to our product portfolio," said Dan Stahl, OHP vice president of marketing and business development.

"It's a natural fit into a rotational disease control program with our existing fungicides Aliette® and Terrazole®."

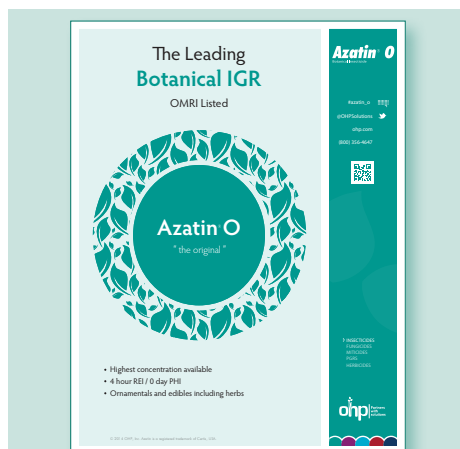
Cyazofamid, the active ingredient in Segway O, is the only member of fungicide Mode of Action (MOA) Group 21, making it an ideal candidate for inclusion into a disease control rotational strategy.

Dr. Carlos Bográn, OHP technical manager for fungicides and insecticides, notes the highlights of Segway O.

"Growers may either spray or drench the product," notes Dr. Bográn. "Residual control may last up to 28 days under light disease pressure."

OHP's Segway O is available in convenient 16 fl. oz. containers that easily accommodate the average greenhouse and nursery user.

continued on page 5



New and improved Azatin O makes debut

We are excited to offer our new and improved Azatin® O product to the ornamentals marketplace.

Azatin O biological insecticide is the latest addition to the OHP product portfolio and offers several advantages over competitive products.

Among the key differences:

- Azatin O is OMRI Listed (Organic Materials Review Institute) – can be used in organic production, and can be applied up to and including the day of harvest (0 day PHI);
- Azatin O contains the highest concentration of the active ingredient, azadirachtin, available – 4.5% for Azatin O vs. 3.0% or less for competitive products;
- Contains 175 grams of azadirachtin per gallon, compared to 128 grams or less for competitive products;
- Offers rate flexibility compared to competitive products

continued on page 4

Fulcrum IGR joins OHP family

We are pleased to announce another addition to our quality product portfolio of pest, disease, PGR and weed control offerings.

Fulcrum® insect growth regulator (IGR) will be available later this summer through authorized OHP distributors.

With its active ingredient pyriproxyfen, Fulcrum controls a number of troublesome pests on ornamentals, shrubs, foliage plants, flowering plants, and other plants.

Fulcrum is especially effective against whiteflies, fungus gnats, scales, and shoreflies, pests that are difficult to control.

Fulcrum is packaged in quart (32 fl. oz.) bottles, four to a case. The product carries a Caution signal word and 12-hour REI.

For maximum effectiveness, users should apply Fulcrum as part of an overall IPM program and rotate with products from a different mode of action (MOA).

Fulcrum, a member of MOA Group 7C, joins OHP's leading stable of IGRs that includes Azatin® O (MOA UN), Adept® and Dimilin® (both MOA 15), and Pedestal® (MOA 15).

Fulcrum is both a contact and ingestion insecticide. Fulcrum negatively affects development of viable eggs.

Fulcrum is easy on beneficial insects and pollinators.

More information is available at www.ohp.com or from your local OHP regional sales manager.

Fulcrum is a registered trademark of OHP, Inc. Azatin is a registered trademark of Certis USA. Adept, Dimilin, and Pedestal are registered trademarks of Chemtura Corp.

Herbicide News

Greenhouse floors added to Marengo SC label

By Dave Barcel, OHP senior technical manager

OHP is committed to the research involved in developing new products and adding new uses to existing products for the production ornamental market.

An example of this is the latest addition to the Marengo SC (liquid) label. OHP has added greenhouse floor application to the label.

Launched in 2013, Marengo liquid pre-emergent herbicide contains the first active ingredient (indaziflam) from a new Mode of Action (Group 29) to help in the battle against troublesome weeds.

It has shown to be very effective on tough weeds such as spurge, marestail, oxalis and others. It has post-emergent activity on poa (annual bluegrass) crabgrass, and oxalis.

At very low use rates (active ingredient per acre) Marengo provides long-term weed control.

GREENHOUSE LABELING

The use allows growers to direct-spray Marengo (liquid) onto greenhouse floors during house sanitation and prior to plant material being placed on the floor.

After the application, users should irrigate with ¼ to ½-inch of water and allow to dry for 24 hours. Users can then place crops back into the greenhouse. Used in this manner, Marengo should provide season long control.

This use was displayed at the 2014 Spring Trials in California. We treated one-half of the greenhouse floor with Marengo at the 18.5 fl oz/ac rate and left the other half untreated (Photo 1).



Photo 1 - Untreated control on left and Marengo treatment at 18.5 fl. oz. per acre on right.

A combination of weed seeds (brassica, ryegrass, poa and oxalis) was broadcast over the greenhouse floor and watered in.

Marengo application was made in December 2013 and the photo was taken four months later at the Spring Trials. The treated side had absolutely no weeds present while the untreated side had significant weed pressure.

Of note, a few days after the Marengo application the greenhouse was filled with petunia baskets placed directly on the treated floors as well as various other bedding plant crops placed on the benches. No phytotoxicity or plant injury was observed from the treatment.

FALL APPLICATIONS

Fall applications have shown to be very effective in preventing marestail from germinating and establishing its rosette growth by late fall (Photo 2). Marengo's unique properties (stable in soil and water insoluble) will provide weed control well into the following spring.



Photo 2 - Marestail fall rosette stage

In the Midwest, the past two springs have been late, cold and wet which makes field herbicide applications challenging.

Early spring is also a time when growers focus on pulling orders, filling trucks and shipping plants – another compelling reason to use Marengo in the fall.

MARENGO G

Last fall, OHP introduced a granular formulation of indaziflam, Marengo G.

Marengo G has the same weed control characteristics as the liquid but allows for use over the top of containerized plants (not allowed with the liquid).

Both formulations offer a wide plant tolerance list and an extensive weed list for control. Both allow for use in hoop or shade house sites.

UPGRADED LABEL

We are in the process of adding 14 new weeds and over 60 new plants to a future Marengo label.

Of interest was work done by Dr. Robert Stamps, Univ. of Florida; Dr. Andy Senesac, Cornell Univ.; and Dr. Joe Neal, North Carolina State Univ. (Chart 1), all who evaluated Marengo on a number of new weeds.

The results show excellent activity on flexuous bittercress, chamberbitter, rice flat sedge, livid amaranth (prostrate pigweed), dogfennel, fall panicum, dodder, galinsoga, beggarticks, garden spurge, globe sedge, cupid's shaving brush, wild poinsettia and pink purslane.

Marengo herbicide is a game changer for weed control in the horticulture industry and continues to improve the efforts of growers. Stay tuned for more details.

Marengo is a registered trademark of Bayer. Corp. ■

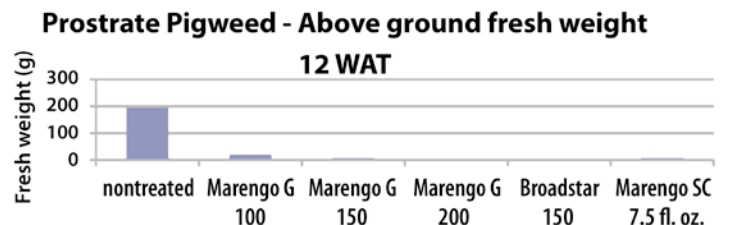


Chart 1. Dr. Joe Neal, NC State, 2013

Kontos a good fit with parasitoids and predators

By Dr. Carlos Bográn, OHP manager of technical services

Increased interest in biological control of greenhouse and nursery pests has also generated the need for practical information on how to integrate chemicals and biologicals.

The simplest way to use pesticides and beneficials within an IPM strategy is to use selective insecticides, those that can be safely used to suppress pest populations while preserving the pest — natural enemies, parasitoids and predators.

Within this group of selective insecticides, Kontos® (spirotetramat) has shown great compatibility with most species of parasitoid and predators tested (table below).

Kontos is a lipid synthesis inhibitor, affecting mostly the immature stages of insects and mites after they feed on treated plant tissues, and has little contact activity.

Kontos drench or foliar applications have little or no negative impact on parasitic wasps and predatory beetles, predatory bugs and

predatory mites commonly used in biological control.

Use Kontos to reduce initial pest populations before natural enemy releases, to preserve naturally occurring or released predators and parasitoids in greenhouses and nurseries or at the end of the season to clean up plants before shipment and delivery.

When using Kontos with predatory mites, allow 7 days after foliar application before releasing predators, to ensure success. ■

Kontos Compatibility Chart

Beneficial Group	Species	Target Pest	Compatibility
Parasitic wasps	<i>Eretmocerus mundus</i>	Bemisia whitefly	Slightly toxic
	<i>Eretmocerus eremicus</i>	Bemisia whitefly	Slightly toxic
	<i>Encarsia formosa</i>	Greenhouse whitefly	Slightly toxic
	<i>Diglyphus isaea</i>	Liriomyza leafminer	Slightly toxic to larvae; non toxic to adults
	<i>Aphidius colemani</i>	Aphids	Non toxic
	<i>Aphitis melinus</i>	California red scale	Non toxic to larvae; slightly toxic to adults
	<i>Tamarixia radiata</i>	Asican citrus psyllid	Moderately toxic
	<i>Anagyrus sp. near pseudococci</i>	Vine mealybugs	Non toxic
	<i>Microplitis mediator</i>	Noctuid caterpillars	Non toxic
Predatory beetles	<i>Cryptolaemus montrouzieri</i>	Mealybugs, whitefly	Non toxic
	<i>Adalia bipunctata</i>	Aphids	Non toxic
	<i>Atheta coriaria</i>	Fungus gnats, thrips	Non toxic
Predatory bugs	<i>Orius insidiosus</i>	Thrips, whitefly	Non toxic
	<i>Orius laevigatus</i>	Thrips, whitefly	Slightly toxic to nymphs; non toxic to adults
Predatory mites	<i>Phytoseiulus persimilis</i>	Spider mites	Moderately toxic
	<i>Neoseiulus fallacis</i>	Spider mites	Moderately toxic
	<i>Amblyseius cucumeris</i>	Thrips	Slightly toxic
	<i>Amblyseius californicus</i>	Spider mites	Moderately toxic
	<i>Amblyseius swirskii</i>	Thrips, spider mites, whitefly	Moderately toxic
	<i>Hipoaspis miles</i>	Fungus gnats, thrips	Slightly toxic
Predatory fly	<i>Episyrphus balteatus</i>	Aphids	Non toxic

OHP has big plans for Cultivate '14

We hope to see you at the premier show in the world of professional horticulture, AmericanHort Cultivate '14 slated for July 12-15 in Columbus, OH.

This year's event, previously the OFA Short Course, incorporates nursery, retail, and landscape. OHP, AmericanHort nurserymen to the show in an effort to increase awareness among the new target audiences.

OHP Technical Manager Dr. Carlos Bográn is part of the educational program. He is a participant in a couple of "live" discussions during the show as well.

In addition, Dr. Andy Senesac of Cornell University will be in our booth (#1129) on Monday, July 14, to speak on Marengo® and pre-emergent weed control.

We'll also be at some of the other summer trade shows including the Farwest Show in Portland, OR (booths #14015/15016) Aug. 21-23 and the AmericanHort Plug and Cutting Conference Sept. 22-24 in Orlando.

We hope to see you sometime in the next few months! ■

OHP hosts many visitors at Spring Trials

With the backing of our hosts, we put on a bigger and better display at the California Spring Trials held in April.

We have partnered with American Takii in Salinas for 19 years. They allow OHP space for demonstration purposes and we showcase the results to visitors.

This past April, OHP shared a greenhouse with Damm Corp. and the results were outstanding.

Led by OHP Senior Technical Manager for herbicides and PGRs Dave Barcel, we demonstrated the results of our PGRs on Takii's plant material including Opera Supreme and Trilogy petunias, lantana, callas, gold lantana, and dark red fuchsias, to the many visitors at the central California coastal site.

On another bench, we talked about OHP products labeled for vegetables and herbs.

Dr. Carlos Bográn, OHP technical manager for insecticides and fungicides, demonstrated effective spray technique at another station.

In addition, OHP showcased weed control plots featuring our new pre-emergent herbicide Marengo®. In December 2013, we treated the half the floor of the demonstration house with Marengo liquid and left the other half untreated. As of April, four months later, the Marengo plots were weed free, while the control plots were filled with weeds (see photo on page 2).

"The results were just eye-popping," notes Barcel. "Weed pressure was pretty high as was indicated by the check plots but the Marengo held. I would estimate the plot will stay clean through the summer."

OHP has plans to continue with the educational opportunity presented by Spring Trials in the coming years.

"Nothing compares to actually seeing the results up close," says Barcel. "I hope more growers, researchers, academics, and sales personnel take advantage of our research results at the spring trials," notes Barcel.

Marengo is a registered trademark of Bayer. ■



Part of the American Takii display in Salinas, CA. Middle, OHP's Dave Barcel and Dr. Carlos Bográn, on right.

Growers - don't forget about OHP PGR app

A gentle reminder - we introduced our PGR Calculator Application a few years back and many growers have taken advantage.

The free App, still available through the iTunes App Store, is designed to take the guess work out of mixing calculations before applying our PGRs Augeo®, B-Nine®, Cycocel®, and Paczol®. No more heading to the office to do the calculation. Just take out your smartphone.

Apple iPhone, iPod Touch, and iPad users

can all download the App.

To figure a spray or drench application, growers simply enter the desired dose and the size of the application area (L x W) or the number of pots for a drench and the App calculates the amounts of solution and product needed. It's that easy!

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OHP launches improved Azatin O

continued from page 1

Azatin O can be used for broad-spectrum insect control on ornamentals, fruit and vegetables including berries, herbs, and spices.

The biological IGR can be used in nurseries, greenhouses, interiorscapes, in hydroponic production, and on turfgrass.

An insect growth regulator (IGR), Azatin O controls the larval stage of many tough pests such as aphids, thrips, whiteflies, scale, grubs, borers, stink bugs, chafers, grasshoppers, leafhoppers, psyllids, and many Lepidoptera species.

Azatin O is compatible with most beneficial insects.

We will maintain Azatin XL state registrations for a period of time so growers can deplete their inventories.

Azatin O is currently registered in all states, including California and New York.

Azatin O is packaged in a quart bottle and carries a 4-hour Restricted Entry Interval (REI). More information is available at www.ohp.com.

Azatin is a registered trademark of Certis USA, Inc. ■

Here's the latest challenge facing pest control suppliers like OHP



Terry Higgins

By Terry Higgins, OHP vice president and general manager

The more things change, the more they stay the same.

I wrote a column in this newsletter back in 1996 that, with a few changes, remains relevant today, 18 years later.

That column dealt with crossover issues; that is, using off-label products (usually labeled for ag or turf uses) in the greenhouse and especially the nursery to save a few bucks.

That still occurs today but there's another bigger challenge today for OHP and other branded chemical companies – generic product offerings. How do we maintain the loyalties of the grower, thereby ensuring that there is a bright future?

We think it's through offering an outstanding product portfolio of some 39 brands and over 50 products, a portfolio that continues to grow.

We think it's through an outstanding field sales force that has over 100 years combined experience in sales and horticulture.

We think it's through our two technical managers, who are often in the field supporting OHP's products through testing, training, and speaking at industry events.

We think it's offering the grower a number to call to speak with a real person and if need be, for the OHP person to visit and consult should the need arise.

We stand behind our products. Call us if you have a question or concern. You'll see.

There's no doubt that some branded products cost more than generic products with the same active ingredients. We accept that.

But think about what OHP offers behind the product – support, technical expertise, and formulation quality.

Chances are the majority of our readers of this newsletter know one or more OHP

team member personally. If you buy a generic product, do you know anyone from the company on the label? Who are you calling when you have a question or issue with a generic product?

Call me old-fashioned but I think that's worth something, whether we're talking about pest control products, cars, carpeting, or other services. I like being able to talk to someone and I'm willing to pay a little extra for that.

We think we offer a great value for the ornamental grower. We hope that you feel the same.

As a percent of input costs, chemicals represent just 2-3% the total cost of growing a crop, according to a recent study by a leading university. It's not a lot – look at your labor costs, which is where the real costs are.

One of our sales managers tells a story of a discussion with a nursery grower who was applying a generic DNA pre-emergent herbicide to his field-grown trees at \$30/acre. The grower noted he had to be in that range to consider a switch to an OHP product.

When leaving, our rep asked the grower where his work force was on the spring day.

"All six of them are out with backpacks spraying glyphosate," the grower replied. "That's what they've been doing all week."

So the grower paid \$30 per acre for his pre-emergent herbicide but forgot to add the total of the employees' wages and continuous application of glyphosate – plus another application of a DNA herbicide probably – to his herbicide costs. But he was buying cheap chemistry which was his ultimate goal.

The prudent grower pays a fair price per acre for a product like OHP's Marengo herbicide and gets season-long control of weeds. It frees up employees to do important work like digging and shipping.

There's always going to be generic chemistry.

There are always going to be growers who shop price only. However, if we continue to head down the generic road, we're going to see chemical companies exiting this market.

We need your support to maintain the ability to bring new active ingredients and technologies to the marketplace.

Horticulture is all we do at OHP. We're not a big company with ag and turf divisions. We exist to serve you, the greenhouse and nursery grower.

I wrote in 1996: "If the ornamental growers of today desire new pesticide products in the future, they must support those companies that are supporting them."

It was true in 1996 and it's true in 2014. Thank you for considering OHP!

Terry Higgins has served as vice president and general manager at OHP for 22 years. ■

OHP adds Segway O

continued from page 1

"We're excited to form another partnership with an outstanding technology provider, ISK Biosciences," said Terry Higgins, OHP vice president and general manager.

"With the power of the OHP brand and our marketing, sales, and technical support, we expect Segway O to become fully established in the greenhouse and nursery markets in short order," he adds.

Contact your local OHP regional sales manager for more information.

Segway is a registered trademark of Ishihara Sangyo Kaisha, Ltd ISK. Aliette is a registered trademark of Bayer Corp. Terrazole is a registered trademark of Chemtura Corp ■

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