



PREV-AM®

A VERSATILE TOOL FOR
PRODUCING BETTER COTTON

Let's grow greener

 Rovensa
Next



INSECT AND DISEASE CONTROL

PREV-AM® is a unique contact insecticide, miticide and fungicide that has a great fit in cotton during the season and pre-harvest. PREV-AM can be applied alone to quickly knockdown insect and disease infestations or it can be tank mixed with a residual insecticide or fungicide to provide immediate control before the longer-term residual protection begins.

PREV-AM utilizes a physical mode of action, not neurological like most insecticides, and has no residual activity so it should be a key component of resistance management programs. Using PREV-AM to rapidly reduce pest populations below economic thresholds can reduce or replace applications of insecticides prone to resistance development. Also, PREV-AM is an ideal product for IPM programs because it has no residual activity and has been shown not to be harmful to a wide variety of beneficial insects.

COMMON COTTON PESTS CONTROLLED BY PREV-AM*

INSECTS / MITES

- Aphid
- Spider mites
- Thrips
- Army worm
- White flies

DISEASES

- Sooty mold
- Target spot
- Bacterial blight
- Powdery mildew

ADVANTAGES OF PREV-AM AND OROWET TECHNOLOGY

- Quick contact knockdown of insects, mites and diseases protects cotton quality
- Fast penetration into the leaf speeds defoliation and improves rainfastness of applications
- Removes sooty mold on leaves to prevent sticky cotton and rejection from gin
- No need to add additional adjuvants leads to cost savings
- Effective at various pH levels, and does not affect pH
- Odor masking properties with a pleasant orange scent
- Speeds up morning dew drying to reduce spore germination opportunity
- Improves plant canopy penetration
- Cleans spray nozzles and prevents clogging

PRE-HARVEST CLEANUP AND USE WITH HARVEST AIDS

DEFOLIANTS

PREV-AM is an ideal tank mix partner to use with defoliant applications. Applying it pre-harvest will control late-season insect and disease infestations and prepare cotton for a clean harvest. The quick absorption of PREV-AM and the defoliant into the leaves, provided by OROWET® technology, results in better rainfastness and more rapid defoliation. Defoliation allows the warming of the maturing bolls that stimulates the production of ethylene and accelerates boll opening. The faster and more complete defoliation provided by PREV-AM gives growers more time to evaluate leaf drop and plan for a follow-up boll opener application.



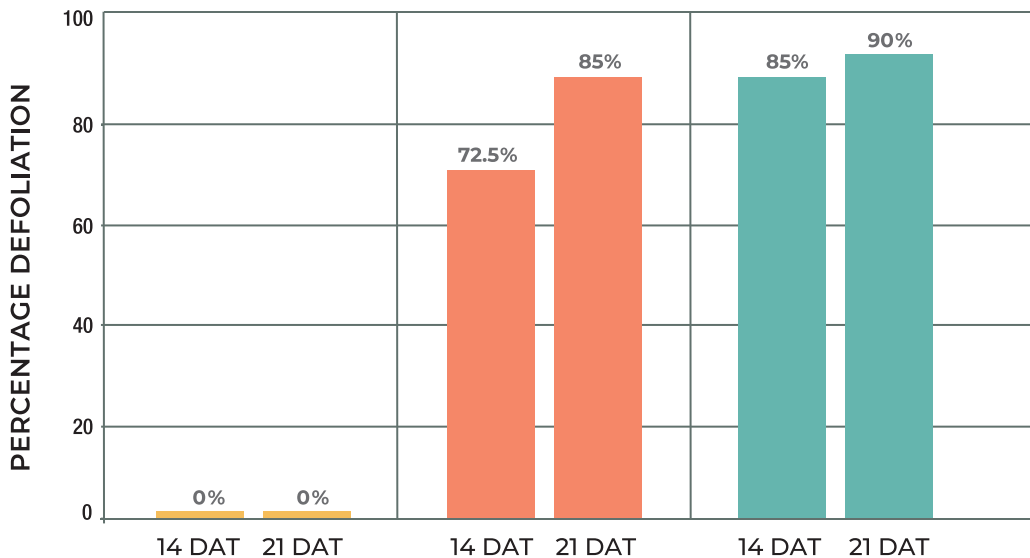
Dropp defoliant alone results in inconsistent defoliation.
Sunbelt Agricultural Expo, Moultrie GA.



PREV-AM added to Dropp greatly improved defoliation and reduced trash.

PERCENTAGE DEFOLIATION OF GOSHI COTTON ACHIEVED WITH AND WITHOUT THE ADDITION OF PREV-AM 14 AND 21 DAYS AFTER TREATMENT

■ UNTREATED
 ■ Ginstar (8 oz./a)
 ■ PREV-AM (60 fl. oz./100 gal.) + Ginstar (8 oz./a)



The results clearly show that the addition of PREV-AM not only improved the overall level of defoliation 21 days after application, but also increased the rate of defoliation. While the Ginstar + PREV-AM treatment had achieved 85% defoliation 14 days after application, the treatment of Ginstar alone had only reached 72.5% defoliation at the same stage.

BOLL OPENERS

PREV-AM can also be added to a tank mix with a boll opener to knockdown pest infestations and improve not only the overall percentage of boll opening but also the rate of boll openings. This means harvest operations can start earlier, the percentage of cotton harvested during the first picking is increased and the need to re-pick fields can be dramatically reduced.



Unopened bolls in plots sprayed without adding PREV-AM to spray mix. Taken over 10 yards per row, an average of 56 bolls failed to open.



Approximately ten times fewer unopened bolls with PREV-AM added to the spray mix. Taken over 10 yards per row, an average of only 5 bolls failed to open.

PREV-AM AND ITS EFFECT ON BENEFICIAL INSECTS

The quick knockdown, no residual activity of PREV-AM is one of its most valuable features. For example, pollinators can be protected by making applications at times when they are not active. Or PREV-AM can be used to knockdown exploding pest populations before the release of beneficial predators with no threat of residual activity harming the predators. There are, of course, times when applications need to be made and beneficial insect activity can't be managed. At these times, growers can apply PREV-AM knowing it will control pests while causing minimal harm to most beneficial insects and mites.

For more information contact your local Rovensa Next representative or visit rovensanext-na.com

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