Noguères, FRANCE (June 26, 2013) – Following the full inclusion in annex 1 of Clethodim in Europe, Arysta LifeScience is pleased to announce the complete registration of CENTURION® MAX Herbicide in the United Kingdom.

CENTURION MAX is a ready-to-use emulsion concentrate based on the active ingredient Clethodim (120 g/l), which belongs to the DIM family of herbicides. The CENTURION MAX formulation ensures quick product penetration and controls grass-weeds in broad-leaved crops. It is registered at a dose of 1 l/ha on winter oilseed rape and sugar beet.

Over the last few years, Arysta LifeScience has worked closely with Dr. Stephen Moss and AgHerba Consultants with the aim of evaluating Clethodim performance on a representative range of UK black-grass populations in both laboratory and field situations (1). These included very challenging, resistant populations, some of which are now widespread in UK crops. Clethodim showed superior activity to the other ACCase herbicides (“fop”/“dim”) tested and the research concluded that Clethodim will play a valuable role in controlling black-grass in the UK, including current resistant biotypes (2).

With this new registration, Arysta LifeScience now brings a significant and important contribution to optimize the management of grass-weeds in crop rotations.

“CENTURION MAX is a very broad-spectrum herbicide, registered in more than 15 European countries, controlling grass-weeds in sugar beet, oilseed rape, sunflower, potatoes, flax and peas,” said Christophe Sepulchre de Condé, Herbicide Product Manager for Europe, as he outlined the advantages of this product.

CENTURION MAX now brings an efficient solution to UK growers in controlling annual grasses that could be resistant to Fops.

Distribution rights have been granted to Interfarm (UK) Limited in United Kingdom. John Martin, Managing Director of Interfarm, comments that the company is delighted to be able to market this product on an exclusive basis in the UK. He sees it as a particularly strong graminicide that will make a real difference to oilseed rape growers in the UK.

"Interfarm UK sells products through a national distribution network and I am sure that our customers will be pleased to be able to market this herbicide to farmers," said Martin.

In the aim to continue the development of Clethodim on the UK market, Arysta LifeScience is currently working on label extensions.

For more details, please contact either Arysta LifeScience or Interfarm UK.
About Interfarm (UK) Ltd.
Interfarm (UK) Ltd. is an affiliate of Sumitomo Chemical Company Ltd.
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About Arysta LifeScience Corporation
Headquartered in Tokyo, Japan, Arysta LifeScience is one of the world’s largest privately held crop protection and life science companies with 2012 revenues of JPY131.7 billion (US$1.6 billion). An entrepreneurial provider of crop protection and life science products in more than 125 countries worldwide, Arysta LifeScience specializes in marketing and distribution of respected crop protection brands and life science products that meet the needs of our global partners. More information on the company is available at: www.arystalifescience.com.

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