

CHALLENGES

Growing more food with fewer natural resources

2.6 billion people depend directly on agriculture

By 2050 the growing world population will require 100% more food

The world has lost a third of its arable land in the past 40 years

In Europe, about 280 kg/capita of food gets lost or wasted every year

UP TO 40% of potential food production is lost every year to pests

90% of the growth in crop production is projected to come from higher yields and increased cropping intensity

BENEFITS

Reduces stress on the environment



Better yields mean farmers produce more while using fewer natural resources



Degrades quickly, thus posing little risk to groundwater and lowering exposure to non-target organisms



Low residual toxicity



Effective at low use rates



Excellent fit in IPM programmes because it causes no harm to beneficial or predatory mite populations. No evidence of secondary-pest outbreaks has been observed

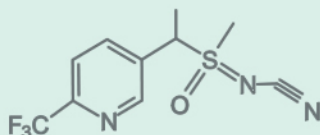


No harm to bee colonies when application follows label direction of use

ISOCLAST™ ACTIVE – DID YOU KNOW?

- The active ingredient Isoclast (common name sulfoxaflor) is approved in the EU
- Not classified as carcinogenic, mutagenic or reprotoxic by European authorities
- Has been used in millions of hectares worldwide over several growing seasons without reported harm to honey bees, even in flowering crops, or other non-target species
- Shows a robust lack of cross-resistance with existing insecticides
- Sap feeding insects are among the most destructive insect pests, annually causing significant losses of crops

WHAT IS ISOCLAST?



- Belongs to a new chemical class of insecticides - sulfoximines
- Discovered by and proprietary to Dow AgroSciences
- Controls economically important sap-feeding insects such as aphids, mealybugs and scale insects in key fruit, vegetable, citrus, potato, oilseed rape and cereal crops
- Helps address the challenges stemming from the increasing strain on arable land

www.isoclast.eu

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Solutions for the Growing World