

ADAMA bags Crop Science Award for Araddo® herbicide

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Israel-based crop protection company ADAMA was recently recognized for its innovative Araddo® herbicide, winning the prestigious award for Best Formulation Innovation at this year's IHS Markit Crop Science Forum and Awards. The news comes as ADAMA registers Araddo® for sales in Paraguay and plans to expand into additional markets across Latin America, following its successful 2021 launch in Brazil.

Farmers in Latin America are increasingly concerned about the spread of three weeds – Conyza, Sourgrass, and Goosegrass – which are advancing across agricultural areas and showing signs of resistance to glyphosate and other herbicides. Araddo®, a pre-crop, burndown dual-mode herbicide, effectively controls grasses and broadleaf weeds such as these and helps overcome the growing resistance problem. This innovative mixture for soybean, corn, and wheat crops, enables farmers in Brazil, and now Paraguay, to achieve higher crop yields.

"We are thrilled to be recognized for our ground-breaking Araddo®, which is the first to combine ACCase Inhibition and Auxin herbicidal modes of action, overcoming the chemical degradation between the two active ingredients. Our focus on cutting-edge formulation technologies enables us to bring differentiation to our portfolio and add value to the farmers," said Alexandre Pires, Head of Marketing of ADAMA Brazil.

Previously, the common use of Auxins required a safety interval of 10 to 30 days between application and planting. However, Araddo® allows farmers to spray and plant immediately, benefiting from gains in time and the ability to take advantage of the best possible planting window, resulting in higher productivity.