

## ADAMA bets on formulation innovation in new US Herbicide launch

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ADAMA has announced the launch of Novali SC, a high-load liquid pyroxasulfone herbicide designed to strengthen residual weed control programs for row crop growers in the United States, particularly in corn and soybean production systems.

The product introduces a patented concentrated liquid formulation intended to deliver significantly higher active ingredient loading per gallon compared with leading competing liquid pyroxasulfone products. This higher concentration is designed to reduce handling requirements, transport volume, storage needs, and refill frequency while maintaining strong and extended residual weed control performance.

ADAMA said the launch reflects its focus on value-driven innovation, aimed at making proven herbicide chemistry more practical, efficient, and cost-effective for modern agricultural operations.

Powered by proprietary liquid formulation technology, Novali SC is designed to enhance application consistency and operational ease while supporting integrated weed management strategies. It is intended for use in pre-emergence and residual programs, helping suppress weed emergence early and forming a foundation for layered herbicide systems.

A key feature of Novali SC is its increased active ingredient concentration, which reduces application volumes and simplifies logistics for both growers and distributors. The liquid format also eliminates dust-related handling issues and improves dosing precision in field use.

The product is positioned as a flexible component in herbicide programs facing rising pressure from resistant weed populations, where durable residual control is increasingly critical.

ADAMA noted that Novali SC is part of a broader pipeline strategy to expand its row crop herbicide portfolio, with additional formulations expected to follow in the coming seasons.

Initial commercial sales are expected to begin in June and July 2026, with limited availability during the launch window.

The company said the launch underscores ongoing demand for simplified, high-performance crop protection tools that combine agronomic effectiveness with operational efficiency in large-scale farming systems.