

ADAMA launches plant-based Fungicide for Botrytis control in grapes

01 October 2026 | News

Beet-extract fungicide targets Botrytis in grapes by activating the plant's natural defences, offering growers a residue-free disease-management option



ADAMA

ADAMA Ltd. has launched Actavan, a plant-based fungicide for grapes in Australia and New Zealand, adding a botanical disease-management option to markets where growers are facing growing demands for residue control, resistance management and more flexible crop-protection programmes.

Based on beet extract, Actavan works as a Systemic Acquired Resistance (SAR) elicitor, stimulating the plant's own defence mechanisms before fungal infection occurs. ADAMA said the product is designed to help growers manage Botrytis while offering flexibility through harvest and post-harvest storage, with zero residue and no pre-harvest interval.

Rather than acting directly on the pathogen in the conventional manner, the product is designed to prime the crop's defence system. Actavan activates genes associated with the production of enzymes capable of degrading pathogen cell walls, while also stimulating antimicrobial phytoalexins. The resulting systemic response is intended to strengthen the plant's ability to resist fungal disease.

The launch comes as crop-protection companies increasingly look beyond conventional synthetic chemistry for tools that can be integrated into broader disease-management programmes. Botanical and biological products can offer additional modes of action while helping growers respond to market requirements around residues and sustainability.

Actavan has also received a new classification from the Fungicide Resistance Action Committee (FRAC) in P Group 11, recognising its distinct mode of action. The classification gives growers another tool to incorporate into resistance-management strategies and diversify disease-control programmes.

"Growers are increasingly looking for solutions that combine strong performance with flexibility and sustainability," said Jean Zonato, Head of Global Fungicides at ADAMA. "Actavan expands the options available for disease management by introducing a plant-derived mode of action that can be integrated into existing programs while helping growers meet evolving market and production requirements."

The product is positioned as fully biodegradable and compatible with integrated pest management programmes. Its launch in Australia and New Zealand gives ADAMA an opportunity to establish the botanical fungicide in two important grape-growing markets while expanding the company's broader fungicide portfolio.

For growers, the significance of the product will ultimately depend on how consistently plant-induced defence performs under commercial disease pressure and how effectively it can complement existing fungicide programmes. Its residue profile, application flexibility and distinct mode of action could make it particularly relevant where growers are seeking to extend disease-management options without adding another conventional fungicide chemistry.