

**PICK-Mor™ : A NEW COTTON
DEFOLIANT / DESICCANT HARVEST
AID FROM MOORE AG
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Abstract

MooreAg is an agricultural chemical company devoted to the production and harvesting of cotton in the United States and Mexico. Our primary products are Sodium Chlorate cotton defoliant, Zinc Sulfate, Ammoniated Zinc, custom foliar feeds, micro nutrients, AN-20, and Borosol. We have facilities in Texas and California that distribute to all regions of the country.

Our discussion today centers around the development and application of a new defoliant / desiccant designed by MooreAg that was sold in the 1995 Texas defoliant market for the first time under the trademark of **PICK-Mor™**.

In August of 1995, Moore Ag received approval for a "24c", Special Local Need Permit from the Texas Department of Agriculture for the production and sale of **PICK-Mor™**, for a 90 day period. Full EPA registration is anticipated in the 1st quarter of 1996 when EPA fully re-opens after the budget shutdown.

During the months of September and October, the product was field tested and applied on more than 30,000 acres of cotton along the High Plains and Rolling Plains of Texas. **PICK-Mor™** was developed by Moore Ag, to act as a full featured, single treatment, defoliant/desiccant. When used in conjunction with a boll opener, **PICK-Mor™** has proven its ability to desiccate and defoliate mature cotton plants, while at the same time providing substantial protection against terminal leaf regrowth prior to harvest.

Introduction

Increasing the production and profits of the US cotton producer is key to insuring that US producers retain their competitive advantage in the world cotton market, as government price supports are being reduced. In some parts of the US, cotton producers still weigh the economic advantage of applying a defoliant versus just waiting for a freeze. Aside from the actual cost of harvesting, defoliating cotton is the last major expense to go into the crop, and some growers feel that it is simply an expensive luxury.

Cultural and production efficiencies will continue to be achieved as new varieties of seed are developed, and better pesticides are brought to market. However, the challenge for most cotton producers is how to harvest and deliver their crop to the gins and obtain the highest lint grades in the process. An AFFORDABLE, and CONSISTENTLY EFFECTIVE, harvest aide is the answer to this dilemma.

PICK-Mor™ meets the challenge, and is a harvest aide that offers...

- Clean Defoliation
- Excellent Desiccation
- Safety to Adjacent Crops
- Retards Regrowth of the Plant after Application
- Is Ideal for Bulk Handling and Distribution
- Offers Safety to Handlers and Applicators
- and is Economical and Reliable

When used properly, **PICK-Mor™** is...

- A Complete Mix, Single Application Defoliant/Desiccant
- It is a Reliable Defoliant in Cool, Later Season Conditions
- Is An Ideal Product When Used in Conjunction with a Boll Opener
- Is An Economical and Reliable Defoliant
- And, is an Environmentally Friendly, Safe, Odor Free Defoliant, that is Safe to Use Near Residential Areas

The US cotton grower deserves a defoliating product that can do more than cheaply tear a cotton plants leaves to its stalk. What the grower needs is a product that works in both warm and cool weather, is a single application product, completely defoliates the plant, controls re-growth, AND costs the grower around \$10.00 an acre.

This sounds like an impossible mission in todays world, but this is the objective that we started with when we first conceived **PICK-Mor™**; and we believe Mission Accomplished.

PICK-Mor Cost Comparison with other Defoliant.

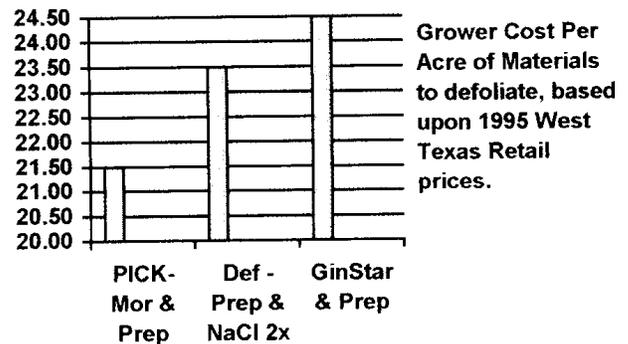


Figure 1: Cost Comparison with other Defoliant.

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The graphic on the screen compares the total cost per acre of defoliating with **PICK-Mor**TM against two other well known defoliant; Def and Ginstar. Each bar represents the per acre cost of the competing products, and includes the additional costs of using Prep and aerial application. With a projected grower price near \$10.00 per gallon, no other product on the market today can boast the results and pricing combination that is achieved with **PICK-Mor**TM.

With its \$2-\$3.00 per acre advantage over competing products like Prep & Def, and Prep & Ginstar, **PICK-Mor**TM also gives excellent ginning results, helping the grower to realize greater profits.

Based upon recent 1995 results, **PICK-Mor**TM proved that it can work effectively in a variety of conditions, and like other well known products, was most effective when applied with a proven boll opener.

Discussion and Results

Field trials were conducted under a variety of conditions, and competing products. Trials were conducted in several counties on the Texas high plains, including Lubbock and Gaines counties, and Knox and Jones counties on the Rolling Plains.

PICK-MorTM is used in areas where we have a successful crop. Here we have a cotton field that that is ideally suited for **PICK-Mor**TM and a boll opener, and here again, we have another field that that is ideally suited for treatment with **PICK-Mor**TM and boll opener. This particular field is still 7-10 days away from treatment,

While this field is ideally suited for **PICK-Mor** and boll opener and will likely produce 1 bale to the acre. Within 7-10 days after application of **PICK-Mor**TM, this field will be ready for harvest.

PICK-MorTM is available in bulk quantities, and may be applied by ground equipment, and aircraft. The preferred method is aerial application, as that will allow for a low volume application with less dilution, which can extend the acres of coverage per load for the applicator, by double over competing products. Within 7 days after application, boll opening and desiccation will begin.

PICK-MorTM gives excellent desiccation of terminal growth. In 10-12 days, you will see complete defoliation of leaves from the plant, and all bolls open, or opening. **PICK-Mor**TM and a boll opener consistently provide the best combination to defoliate cotton leaves, while opening as many bolls as possible.

In this slide, you can see the defoliated leaves on the ground and the opened cotton bolls on the bare stalk. With this exact combination of preparedness, this crop is now ready for harvesting.

PICK-MorTM provides consistent results under changing circumstances. When applied properly and according to label directions, **PICK-Mor**TM will allow growers to cleanly pick or strip their crop.

Additional benefits of using **PICK-Mor**TM is its contribution to safety and adjacent crops. If applied properly, **PICK-Mor**TM will not burn adjacent crops, orchards, or ornamentals, as its chemical makeup was designed to allow for low volume application, and the product is odorless, all of which make it a friendly harvest aide that can be applied near communities and residential areas with confidence.

Another benefit is its effect on annual morning glory. You can see the burn back and lay down of annual morning glory in this slide, and that translates to in field efficiencies with harvesting.

When applied properly on cotton that is in its final stages, ready for defoliation, cotton pickers and strippers will not set still out in the field, and harvest equipment will be in the field working and gathering the crop.

PICK-MorTM, plus a boll opener will consistently defoliate cotton, open bolls, and allow growers to get in the field, and harvest an early crop before cold weather and profits head south for the winter.

Conclusion

In conclusion, growers that use **PICK-Mor**TM as a harvest aide, purchase a product that is...

- Consistent
- Reliable
- Economical
- Offers Improved Safety to Handlers and Applicators
- Is Odor Free
- Safe to Use Around Residential Areas
- Safe to Adjacent Crops
- And is Ideal for Bulk Handling and Distribution, while still being available in 30 gallon drums and mini-bulk.

We are so confident of this **PICK-Mor**TM product that we'll hang our hat on it, and we think that you will too. All photos in today's presentation were shot on fields in Texas, that were defoliated with **PICK-Mor**TM in 1995.

I would like to thank JJ Caswell, Gordon Moore, and Mark Moore for their assistance with this presentation. Thank you for your time and attention, and we will be available during the lunch break and throughout the week to answer any questions.