STAPLE HERBICIDE: MARKETING PLANS AND WEED CONTROL PROGRAMS UTILIZING STAPLE

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Abstract

EPA granted the federal registration for Staple on September 29, 1995. We anticipate receiving approval from all cotton growing states prior to the use season...including California.

There are many factors a cotton grower needs to consider in order to grow a cotton crop successfully and much of the new technology discussed at the 1996 Beltwide Cotton Conference will hopefully contribute to that success. Several "Keys to Success" we're heard over and over again from cotton growers include; managing the crop for earliness, optimizing yields and lint quality, minimizing and managing input cost better, and continue being good caretakers of the land by utilizing new technology that is very environmentally compatible and friendly.

Long term success for DuPont will not happen unless we make every effort to address these needs with new technology and get away from the mind set of just "selling a herbicide or insecticide". One may be able to sell a herbicide one time, but if it does not address these important cotton grower needs both the product and company selling it will fail. DuPont's long term success is inextricably linked to the cotton growers success. As a result, all DuPont marketing efforts with Staple in 1996 and beyond will be focused on addressing these important needs.

With regards to achieving earliness, Staple can be applied directly over-the-top of cotton without harming the crop. Field tests have shown no delay in maturity, allowing for normal growth and development of cotton at a critical time, early season.

Staple can contribute significantly towards optimizing both yields and lint quality in several ways. Staple controls tough weeds that rob yields such as morningglory, pigweed, cocklebur, plus 20 other broadleaf weeds. Staple also goes on controlling many weeds for weeks such as pigweed, teaweed, spurge, and velvetleaf, and can be used on your favorite cotton varieties.

With regards to reducing and helping to manage input cost we believe Staple can help here as well by replacing 1-3 current herbicide treatments and reducing or eliminating the need for hand hoeing. Staple also fits extremely well into no-till or reduced tillage systems, which allow for signficant savings on certain input costs such as fuel, equipment, and labor.

Staple has many favorable characteristics from an envrionmental standpoint. It's low use rate of 1.2 oz product per acre will replace thousands of pounds of certain products that are still used at pints or pounds per acre. Staple will be available for sale in new technology water soluble film packets that makes mixing and measuring easy, eliminates the need to rinse and haul plastic jugs, and minimizes exposure to the applicator. Staple also has a very low toxicity to mammals, fish and wildlife.

A typical program involving Staple could include a preplant grass herbicide such as Treflan followed by a preemergence application of Cotoran or Caparol. Staple can then be applied over-the-top early postemergence when cotton and weeds are small. A determination can be made later as to whether or not both a mid post or layby application is needed.

One question we often get is what will Staple replace? Staple can replace Command and/or Zorial applications preplant or preemergence, early post directed applications of Cotoran/MSMA, and in some cases, the mid post application of Caparol, Cotoran, or Bladex plus MSMA. University testing has also shown that hand hoeing can be reduced or eliminated when Staple is used as part of your weed control program.

Key elements of a successful Staple program we believe include: 1) Timing-applying Staple when most weeds are 2-4" in height 2) Maintaining a base pre program of a grass plus broadleaf herbicide, and 3) Applying Staple correctly, allowing for adequate coverage of the weeds.

I will now try and address several other questions we get from a marketing perspective, one of which is how DuPont intends to recommend Staple. Without getting into many specifics by area, quite simply, DuPont intends to recommend Staple as part of a planned weed control program. All our recommendations will be to apply Staple over-the-top as an early post-emergence treatment when weeds are small.

Another question we get from many folks is what will Staple cost? Staple will cost on average around $10.50 per acre. The actual price will vary depending on such things as band width. The $10.50 is only an approximation based on about a 40% band width (for example, treating a 15" band on 38" rows).

With regards to the question of when Staple will be available, we will begin packaging Staple and shipping it between February and April of 1996. Product will be

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shipped to the early markets, such as the Rio Grande Valley of Texas first.

How much Staple will be available for 1996? We will have significant quantities available. There will be enough Staple in the market place to treat several million acres of cotton.

To summarize, Staple can be a very important tool in managing cotton for earlinesss, and optimizing yields and lint quality. Staple will not harm cotton or delay maturity, has many favorable environmental attributes , and can also reduce overall input costs. Staple should be applied over-the-top to small weeds as part of a planned weed control program and application accuracy is important in assuring the correct rate per acre is applied and proper weed coverage is achieved.