



Serenade® Optimum – New Formulation

November 2017

A new improved formulation of Serenade is available for this season.

Serenade Optimum is to replace the well-known Serenade Max formulation. Serenade Optimum is higher strength formulation of the unique *Bacillus subtilis* QST 713 strain. Serenade Optimum is a two times strength formulation and has label rates for use at half the rates of Serenade Max.

Benefits of Serenade Optimum

- Easier to use – less product to handle and reduced packaging to dispose of
- Improved flowability and reduced dust
- Reduced deposit on crops
- Improved bioavailability of naturally produced chemistries.

Serenade Optimum has the same crops use label claims as Serenade Max, but at half the use rates (see table below) on the Serenade Max label. See the label for more information.

	Rate per Ha	Rate per 100L
Serenade Max*	2.5 – 4 kg	250 – 400g
Serenade Optimum*	1.25 – 2 kg	125 – 200g

*These rates are for high volume spraying to the point of runoff. For concentrate spraying, adjust dilution rate accordingly. See the label for crop specific use rates.

Serenade Optimum is available in a 5 kg pack.

Serenade Optimum is packed in 4 individual 5 kg bags per outer.

For more information go to the Serenade Optimum product page on our website. Or contact your closest Bayer Crop Science Territory Manager or call 0800 428 246

www.cropscience.bayer.co.nz

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Before using the products read and carefully observe directions, cautionary statements and other information appearing on the product label.

Our technical information, whether given verbally or in writing, is based on extensive testing. It is, to the best of our current knowledge, true and accurate, but given without warranty in as much as the conditions of use and storage are beyond our control.

Descriptions and property data of the product do not contain any statement as to liability for possible damage. In other respects our conditions of sale apply.

