

# SUMI-ALPHA®

A synthetic pyrethroid insecticide for the control of aphids and the reduction of BYDV (barley yellow dwarf virus) in cereals

Active Ingredient ; 25 g/l Esfenvalerate as an EC formulation  
Pack Size & Outer ; 1 Litre Pack, 12 x 1 Litre per outer

PCS No. 02334

## Sumi Alpha has three modes of action:

- 1 Protectant Treated crops deter further aphid attack
- 2 Contact Aphids killed upon contact with Sumi Alpha
- 3 Ingested Treated plant material kills aphids when eaten

## Sumi Alphas' Advantage Over other Pyrethroids:

1. Most Persistent – lasts 3 times longer than Cypermethrin (up to 6 weeks cover vs 2 weeks)
2. Residual Activity – Sumi Alpha is twice as slow to break down when exposed to sunlight compared to its' competitors
3. Excellent Rainfastness and Tank-Mix Compatability
4. Extremely Repellent – Crops treated with Sumi Alpha show highest levels of aphid repellency
5. Lowest ai/ha rate but still gives the highest activity/ha of any pyrethroid aphicide
6. Lowest toxicity to beneficials and pollinating insects, including bees
7. 1 litre treats 15 acres (equivalent to 1 tonne of seed sowing 15 acres)

Key Selling Points

### Crops

### Rate

### Maximum Total Dose

<b>Full Label</b> Winter and Spring Cereals	2 x 165 mls (BYDV) 1 x 200 ml(Summer Aphids)	530 mls
<b>SOLA</b> Field Beans & Peas Field Brassicas (below)	1 x 165 mls	330 mls

**SOLA Veg:** Broccoli, Brussel Sprouts, Chinese and Head Cabbage, Calabrese, Cauliflowers, Kale, Kohl Rabi

**NOT Covered:** OSR, Turnips, Swedes

## Comparison of Sumi Alpha and Cypermethrin

### Sumi-Alpha

### Cypermethrin

AI	25 g/l Esfenvalerate	100 g/l Cypermethrin
Pack size	1 Litre	1 Litre
Rate	165 mls / ha	250 mls
Hectares at full rate	6.25	4
Hectares at reduced rate	10	4
Persistency	3+ weeks	1 week
Repellency to aphids	High	Low
Activity on other targets	Midge, Thrips, Weevils, Caterpillars, Moths, Bibionids	Limited
Effect on Beneficials	Low (Stevenson coefficient = 35.7)	High (Stevenson coefficient= 446.4)
UV stability	Medium to High	Low
Guide price	€4.80/ha	€3.00/ha

Use Pesticides safely, Always Read the label. Information correct at time of printing.



For further information, please contact Barry Murray on (087) 912 0217,  
or your local Goldcrop representative

Springhill, Carrigtwohill, Co Cork. Tel: (021) 488 2800 | info@goldcrop.ie | www.goldcrop.ie

