

Introduction to Mildex[®] WG



We are happy to announce that a new product “MILDEX[®] WG” is now registered for use on grape vines...

What is Mildex[®] WG?

Mildex[®] is a dry-flowable (WG) co-formulation of copper oxychloride and wettable sulphur, which is manufactured to meet ISO 9001:2000 standards.

The following product information is available upon asking:

- Mildex[®] WG – Brochure
- Directions for Use Table
- Cost Comparison Sheet – Vines

[The cost-comparison sheet attached is in Excel format and details the cost per 100L per product. Invoice Price details can be adjusted if required.

Timing

The product is aimed to control both Downy and Powdery Mildew. Application timing would be district-dependent, but recognising the dual activity of the product (as well as the anticipated increase in disease pressure this year) – early sprays are advised.

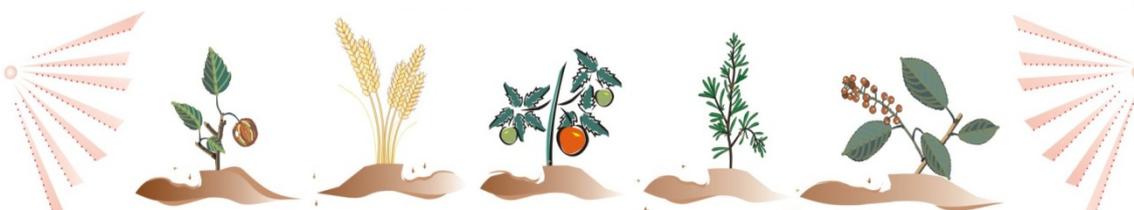
Bear in mind that – following on from last year’s conditions – we are expecting a very big year for both copper and sulphur-based products. We expect the carry-over spore burden to be quite large, and therefore we anticipate additional sprays will be required this year.

Distribution Strategy

Our distribution strategy is – and has always been – **very** limited. We **do not** deal with every store, in every town.

As such, Mildex[®] is **not** available to everyone, and will therefore present a **fantastic** commercial opportunity.

It certainly provides an opportunity to differentiate in the marketplace – a nice change from the current sulphur and copper market.



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Experience with Mildex® WG

Registration was obtained very late in 2010 (December), and as such there was only a small amount of product disseminated.

2011 was our first full year with the product, and we received excellent feedback in regards to performance, mixing, no blockages, etc.

Availability

Product will be available in 2012, with those who have provided estimates given first right of refusal.

We'd ask you to let us know if you have any requirements, so we can ensure supply.

