



## Features and benefits

- Features multi-site biochemical modes of action which destroy pathogens from inside out and offers growers an excellent resistance management strategy
- Excellent food safety ratings with 0-day PHIs and exemptions from residue tolerance
- Provides high degree of worker safety with 4-hour REIs
- Excellent tank-mix and rotational partner
- No CODEX restrictions for international sales of treated commodities
- OMRI Listed
- Can be used for conventional and organic production



**AGRAQUEST** 

AgraQuest, Inc.  
1540 Drew Avenue  
Davis, California 95618

**SERENADE**   
MAX

SERENADE® MAX – It Just Works.

PROVEN CONTROL OF FIRE BLIGHT ON APPLES



## Some things just work.

“Fire Blight infection periods can often be predicted 3-4 days prior to the event. Protecting blossoms with products such as SERENADE during that pre-infection period may suppress the build-up of the fire blight and make antibiotics more effective if actual infection conditions occur.”

-Tim J. Smith, WSU Extension

SERENADE MAX – It Just Works.

**AGRAQUEST** 

Innovative natural product solutions for pest management

[www.agraquest.com](http://www.agraquest.com)

Some things  
just work



## SERENADE® MAX – Proven Fire Blight Control on Apples

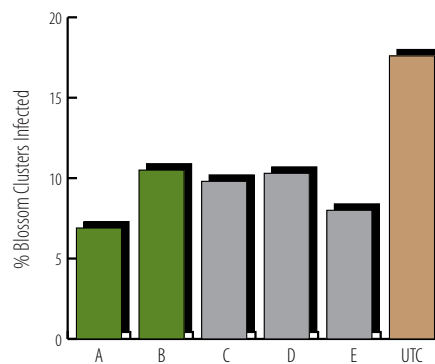
SERENADE® is proven effective for battling fire blight on apples and other pome fruit. Derived from *Bacillus subtilis* and powered by biochemicals called lipopeptides, SERENADE has a complex, multi-site mode of action which destroys disease pathogens while also managing resistance.

Add SERENADE to your disease program for broad spectrum disease control, superior food and worker safety, and improved overall performance. Protect your crop with the proven power of biochemistry. SERENADE - some things just work.



### SERENADE MAX VS. FIRE BLIGHT ON APPLES

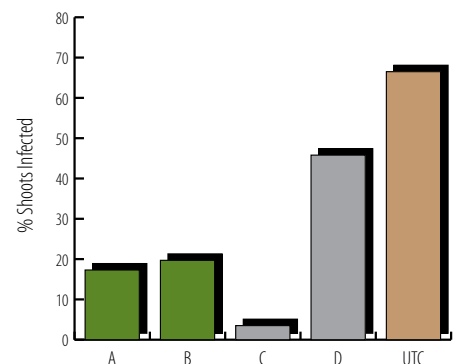
K. S. Yoder  
Virginia Tech - 2006



A - SERENADE MAX 2lb 1,2,3      E - Agri-Mycin 17 11oz 1,2,3  
 B - SERENADE MAX 2lb 1,3  
     Agri-Mycin 17 11oz 2      1 = pink-early bloom 12 Apr.  
 C - BlightBan C9-1 19oz 1,2,3      2 = full bloom 18 Apr.  
 D - BlightBan C9-1 19oz 1,3      3 = late bloom-petal fall 24 Apr.  
     Agri-Mycin 17 11oz 2      Artificially infected, rated 29 April

### SERENADE MAX VS. FIRE BLIGHT ON APPLES

G. W. Sundin, Michigan State University  
East Lansing, MI - 2007



A - SERENADE MAX 1.5lb + Mycoshield 1.5lb (1,3)  
 B - SERENADE MAX 2lb + Phostrol 1qt (1, 3)  
 C - Agri-Mycin 1.5lb (1, 3)  
 D - Bloomtime 1.5lb (1, 2)  
 1 = 20% Bloom      2 = 80% Bloom      3 = Full Bloom

#### Contact

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## SERENADE MAX for Fire Blight control

1-3 lb.  
per acre

For suppression begin application at 1 to 5% bloom and repeat as necessary to protect open, untreated blossoms when conditions favoring disease development are likely to occur. For maximum control, use SERENADE MAX prior to, and as close as possible, to fire blight infection events.



Can be used for Conventional & Organic Production

SERENADE® MAX EPA Reg. No. 69592-11 and SERENADE® ASO EPA Reg. No. 69592-12  
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*Always read and follow label directions for all products. Information here is not a substitute for the directions on the product labels.*

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