

Innovation. Quality. Solutions.

 IRONMAX<sup>PRO</sup>**SLUG AND SNAIL BAIT**

IRONMAX Pro contains 9 g/kg iron present as iron phosphate anhydrous

**PROTECT YOUR CROP AND THE ENVIRONMENT**

**Testimonial from Adrian Utter**  
**Agronomist**  
**E.E. Muir & Sons**  
**Yarra Valley, Victoria**

**You can protect your crop and the environment**

"IRONMAX Pro<sup>®</sup> provides effective crop protection and is gentle on the environment. Growers are getting good results. IRONMAX Pro comes into that biorational class – it's effective and low impact."

**IRONMAX Pro fits the clean green image of Australian wines**

"The Australian wine industry relies heavily on export. It's important that wine production is seen as being clean and green and of lower environmental impact. IRONMAX Pro is a certified input for organic production. This makes the growers' job that much easier."

**Compatible with stock grazing in vineyards**

"Many growers graze their livestock in the vineyards in the autumn to control weeds. Some growers were getting absolutely smashed with snails this year, but they didn't want to put out the standard baits because of their grazing animals. Once I was able to talk to them about IRONMAX Pro and the fact they were still able to graze, they were happy to use it."

**Organic status gives certainty to growers**

"The fact that IRONMAX Pro is a certified organic input is very important to some growers. I had some organically certified vineyards, or vineyards going through a certification process, looking for snail bait. And there weren't really a lot of options. Once they heard about IRONMAX Pro, they were onto it."

**Don't sacrifice soil health**

"There's no long-term impact on soil health, microbes or worm activity. Iron phosphate is the active ingredient in IRONMAX Pro. It breaks down into phosphorus and iron, naturally occurring elements in the soil, which can be taken up by the plant."

**"Dramatic and significant reduction in feeding damage"**

"This year, we had a heavy snail population, plus a very cold, wet start to the season. The vine growth was slower, so the snails did significantly more damage.

The snails can eat quite a few leaves off the shoots overnight. You have these vineyards with green shoots with no leaves on them. That really takes the energy out of the vine. They will recover, but they won't perform as well.

This year, we were seeing vines, even before bud burst, absolutely laden with snails. There were numerous snails on the crowns of some of the vines, just waiting for the buds to burst. When we got the IRONMAX Pro, it was late in the season. I gave it to a number of growers, both organic and conventional.

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## IRONMAX<sup>PRO</sup>®

I was surprised by the results. When we used other iron-based treatments in the past, we had to do multiple applications. With IRONMAX Pro, we saw significant results after one application.

We were worded up to not expect too many shells around because the snails get into a bit of shelter while they're dying. But we certainly found pretty quick evidence of a lot of shells on the ground and a fairly dramatic and significant reduction in feeding damage."

### The feedback from growers...

"For one grower, IRONMAX Pro is one of her favourite products now. She was absolutely rapt with it. Other growers said they thought it did a good job and they would be using it in the future. Since we got it in late spring, it has sold really well."

### Autumn treatment will reap rewards

"Given its effectiveness this spring, I expect a high interest in IRONMAX Pro in autumn. Autumn is the optimal time to spread the baits. You interrupt the egg-laying and cut down the spring populations of snails."

### Why do you think it works so well?

"It's a combination of factors. It's a very clean product and well-made. The baits withstand mechanical spreading. They throw evenly so you get good coverage. Given the high kill rate we got, the attractant is working very well. The bait itself was obviously effective. Plus, the product is sturdy. We had fairly regular and heavy rainfall in the spring and the baits did not dissolve."

### For growers, how does IRONMAX Pro stack up?

"It ticks a number of boxes that are relevant to the wine industry; the lower impact, its effectiveness, the nil withholding period. Plus being a certified input makes it that much easier to place into organic production. If it's a good fit for the growers' situation, I can certainly recommend it."



Lucy Etheridge, Yarrowalla Vineyards and Adrian Utter, E.E. Muir & Sons

### You get value for money

"There's no point how cheap or expensive a product is, if it doesn't do the job. It's the cost of whether you get control or not. So yes, it's value for money and it's value for the result. Because you don't have one separate to the other. If something's cheap and it doesn't do the job, well, there's no value in it."

The information provided herein may include extracts from the product label and does not constitute the complete directions for use. READ THE PRODUCT LABEL THOROUGHLY BEFORE OPENING OR USING IRONMAX PRO

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