

Q&A WITH THE EXPERT INSECTICIDES



Q&A WITH MATT GIESE

Technical Services Manager, Syngenta

1 What benefits does Acelepryn® insecticide offer lawn care operators (LCOs) to give their business a unique advantage?

Matt Giese: Acelepryn offers season-long control of multiple insects with one application including the longest-lasting grub control on the market. This length of control can help reduce call-backs from homeowners. It can also be applied early, in April and May, **without the need to water in**, so LCOs can rest assured their customers' lawns and landscape ornamentals are protected from the start.

Additionally, Acelepryn, not only has shown no adverse effects on non-target organisms but is the only diamide that does not harm bees and pollinators. This is important because in a 2021 TechValidate survey, **92%** of LCOs reported it was important to them/their customers that

Acelepryn has **no signal word and no adverse effects on beneficial and non-target organisms including honeybees.***

2 In addition to controlling grubs all season, what other insects can Acelepryn prevent?

MG: Along with controlling grubs, Acelepryn can protect lawns from additional insects like billbugs and turf caterpillars. While less common than white grubs, these insects can still cause substantial damage.

Billbug larvae feed inside the grass stem then drop to the soil surface to feed on the crown and roots of the plant, making them difficult to spot. Damage is identified by tufts of turf that are easily pulled from the surface and usually appear in late June through early August, so preventive applications targeting larval

development are key. Meanwhile, by foliar feeding, caterpillars (including sod webworms, fall armyworms and cutworms) can cause patches of damaged, dead or dying turf that rapidly increase in size, causing severe damage one blade at a time. Preventing infestations will severely limit turfgrass damage and speed up plant recovery.

3 How does Acelepryn work to protect lawns from these key insects?

MG: Acelepryn is powered by *chlorantraniliprole*, a diamide that provides long-lasting control. Once applied, the treatment moves into the soil and roots, and up into the plant stem, protecting turf from insects below the surface that you cannot see. Unlike most other products for lawns, irrigation or rainfall is not required after a treatment is applied, which can save you time and avoid homeowner noncompliance. In fact, **94%** of surveyed organizations **reported that Acelepryn exceeded their expectations** compared to the insecticide they used before.*

4 What kinds of results have LCOs seen with Acelepryn?

MG: With Acelepryn, LCOs can see powerful results against a wide range of pests, with the added benefit of no adverse effects on non-target organisms. **98%** of surveyed LCOs reported that they find **Acelepryn to be a highly effective product.*** When it comes to reducing breakthroughs, **69% of surveyed LCOs**

94% of lawn care companies confirmed Acelepryn exceeded expectations compared to previous insecticides used.

said they saw a notable improvement.*

Overall, most LCOs report excellent results with **53%** saying they'd rate Acelepryn five out of five stars and **96% rating Acelepryn at four stars or higher**.* We are confident LCOs who incorporate Acelepryn into their rotation will see better control of target pests.

5 Some expensive applications occur early in the season. Does Syngenta offer any financial solutions?

MG: A key benefit of Acelepryn is that one application can provide the season-long control you and your customers need. In addition, as part of GreenTrust[®] 365, customers can defer payment until late June with SummerPay[™] terms. This

provides flexibility to manage expenses more easily throughout the season. For instance, if you qualified for GreenTrust 365, you can use Acelepryn for grub control between April and mid-June, and you can choose to pay any time before July. Also, if you purchase 10 gallons or more of Acelepryn, Syngenta offers a volume discount.

6 What other tools and resources does Syngenta provide to help LCOs grow their businesses?

MG: Syngenta offers free marketing materials for LCOs to use with customers to help explain services that control grubs, as well as turf diseases, fire ants and mosquitoes. To order these materials, visit GrowWithSyngenta.com. In addition,

we have soil temperature maps and growing degree day tools available to help monitor for common insects found in specific areas. They can be accessed at GreenCastOnline.com/AgronomicAlerts. ●

Learn more about Acelepryn at GreenCastOnline.com/Acelepryn.

*Source: 2021 TechValidate Survey
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SEIZE SEASON-LONG CONTROL

Acelepryn[®] insecticide performs all season-long.

One application provides the longest-lasting control of grubs, billbugs, turf caterpillars and more.



Offers an alternative to pyrethroids and neonicotinoids with an innovative mode of action



Has shown no adverse effects on beneficial and non-target organisms like honeybees*



Offers the flexibility to apply early without the need to water in

Download free marketing materials for your business at GrowWithSyngenta.com



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*Jonathan L. Larson, Carl T. Redmond and Daniel A. Potter, SCI. September 2011.

 **Acelepryn[®]**
Insecticide

syngenta.

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