



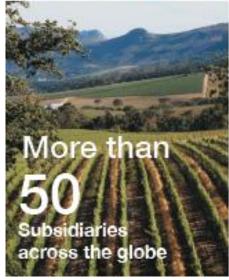
### MAI - Who we are

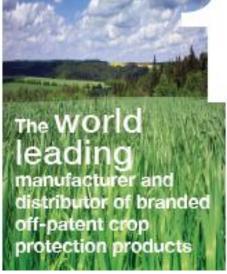














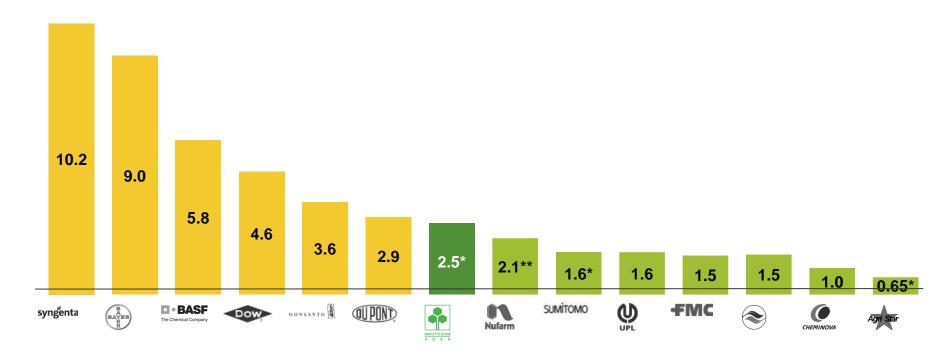


# The Seventh Largest Company in the Overall Industry



2011 Agrochemical sales, \$ billion (excluding seeds and traits)

- Large Scale RBC
- Off patent



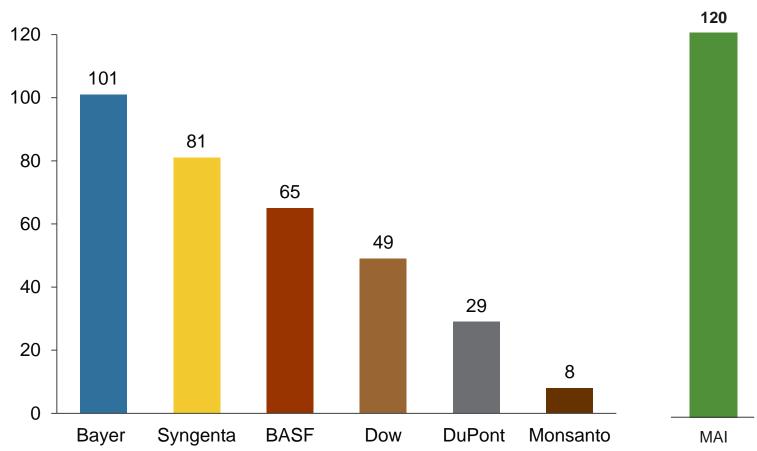
<sup>\*\$0.2</sup> billion of non-agro sales

<sup>\*\*2010</sup> results, \*\* Non-Agro Sales Source: MAI Analysis



# One of the Broadest Product Portfolios in the Industry





RBC's Active Ingredient: By Phillips McDougal





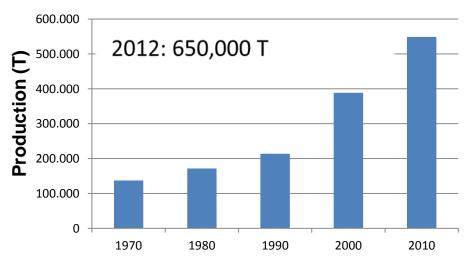
#### **Potato Production in Israel**

The potato is considered one of the major crops for consumption.

Consumption of potatoes in Israel, has been increasing steadily.

Along with the consumption, the production of potatoes

has also been increasing.





### **Production Areas in Israel**



#### Total of 18,000 ha (2012)

- 1. Hula valley peat soil
- 2. Sharon sandy red soil
- 3-5. Negev region sandy to medium heavy soil (>80% of total production)
- 6. Arava desert medium heavy soil with saline water (winter crop only)





## **Growing Seasons**

	Autumn	Spring
Origin of tubers	Israel (local)	UK, NL, FR, DE
Planting	September - November	December - April
Harvest	December - February	May - June
Growth areas	North – 5%	
	Negev - 70%	<b>Negev - 94%</b>
	Central – 25%	Central – 6%
Consumption	Export	Seeds (for
		following season)
	Local market	Local market
	Industry	Industry



### **Growing Seasons**

## **Autumn**

- Days getting shorter
- Slow growth rate
- Longer season
- Lower plant vigor
- Senescence leave

## **Spring**

- Days getting longer
- High growth rate
- Shorter season
- Strong plant vigor
- Young canopy

Environmental trigger(autumn and spring): Rains + fog + irrigation +dew



Late Blight



### **Fungicide Used to Control Late Blight**

- Protectants
  - Mancozeb
  - Chlorothalonil



- Dimethomorph
- Benthiavalicarb Isopropil
- Mandipropamid
- Propamocarb -HCL
- Curative systemic
  - Mefenoxam (Metalaxyl)
  - Cymoxanil









## Late Blight Monitoring and Control

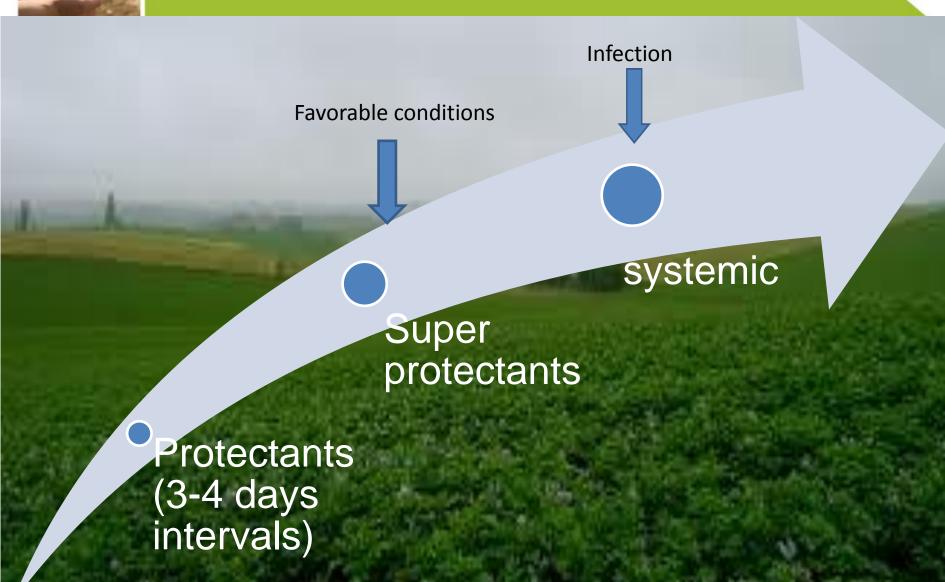
## Monitoring is done on daily basis – searching for new late blight spots

- At ~70% emergence: protectants (Mz, Chlorothalonil) every 3-4 days (after each irrigation).
- At favorable conditions (foggy days, rain) "super protectants" (+ Mz)
- At infection Metalaxyl (+Mz)
  - A sample is sent to Prof. Yigal Cohen (Bar-Ilan university) for resistance monitoring
  - Results are reported to "Yacham" (potato growers cooperative) and delivered back to the growers (2-3 days).
- ✓ In case of infection with Metalaxyl resistance super protectants.





## **Late Blight Control**





## 2012 Potato Disease Control Data from 15,000 ha

Protectants: ~15 sprays

Translaminar ("super protectants"): 2 - 4 sprays

Systemic fungicides: 1 spray





Fungicide value (early + late blight)
328\$ / ha





## **Banjo Forte Activity**





#### **Technical information**

Trade Name: Banjo Forte, Hubble



- Registered: UK, Belgium, Germany, Netherlands, Sweden, Poland
- Ratio: 200:200 g/L Fluazinam : Dimethomorph
- Disease spectrum: Late blight, Sclerotinia, Alternaria (side affect)
- Labelled Crop: Potato
- Max Individual Dose: 0.75-1L/ha
- Maximum 4 applications per season
- Application timing: As soon as conditions favour the disease (7-10 day intervals – high pressure)
- Harvest interval:7 days before harvest