

## Virtual tours used to highlight herbicide performance

Virtual tour technology is being utilised to showcase the performance of FMC's new pre-emergent herbicide, Overwatch<sup>®</sup>, at trial sites throughout the country.

FMC SA Regional Sales Manager, Simonne Read, said Roseworthy, in the north of the state, was one of the trial sites that would be available to view as a virtual tour.

The virtual tour option allows people to "walk" through the site and look at the different treatments.

It will also include photographs detailing the crop at different stages of its development.

"We have pegged out points of interest throughout the trial site including different weed species to demonstrate the performance of the herbicide throughout the season," Ms Read said.

"Often growers and agronomists might notice an individual weed early in the season wonder if it will be controlled by a particular herbicide treatment."

"With this approach we are able to mark the location of the weed early and then go back and document how it has fared in the weeks and months that follow."

The virtual tour will show before and after photographs and provide an excellent overview on how the different herbicides have performed across the season.

Ms Read said the Roseworthy site was planted on the 12<sup>th</sup> of May and received 30mm of rain shortly afterwards.

"We have had a terrific start," she said. "Everything came up well. "We're seeing some really nice, early control of ryegrass and bifora and, as the season goes on, we're looking forward to watching that progress."

The site is a demonstration of the Overwatch herbicide and includes comparisons with other herbicide options.

"We've got it up against what would be considered grower standards that are currently being used in the marketplace," Ms Read said.

"We're also demonstrating Overwatch with a number of mixing partners. The purpose of that is so we can offer flexibility in respect to increasing the weed spectrum beyond the Overwatch label. It offers growers really robust rotational chemical options."

Overwatch is registered as a pre-emergent herbicide in wheat, barley and canola for the control of Annual ryegrass, Bifora, Hogweed / Wireweed, Lesser Loosestrife, Silvergrass and Sowthistle.

Suppression of Barley grass, Bedstraw, Brome grass, Capeweed, Phalaris, Prickly lettuce, Wild oat and Wild radish is also on the label.

Ms Read said Overwatch has been trialled extensively across many years and seasonal conditions and the Roseworthy site was visited by many agronomists and growers in the 2019 season.

"We are able to take smaller groups through the site this year but the virtual tour option will really give people an excellent perspective of how the different trial plots have performed across the months."

Overwatch will be available for the 2021 season with the product being manufactured in Australia at the FMC plant and Wong, in New South Wales.

The virtual tour will be available in August on the [overwatchherbicide.com.au](http://overwatchherbicide.com.au) website.

ENDS



**Photo caption**

FMC SA Regional Sales Manager, Simonne Read, said the 2020 Overwatch herbicide Roseworthy site will be available for small groups and on-line as a virtual tour.