

Early-Season Use on Apples, Pears and Stone Fruit

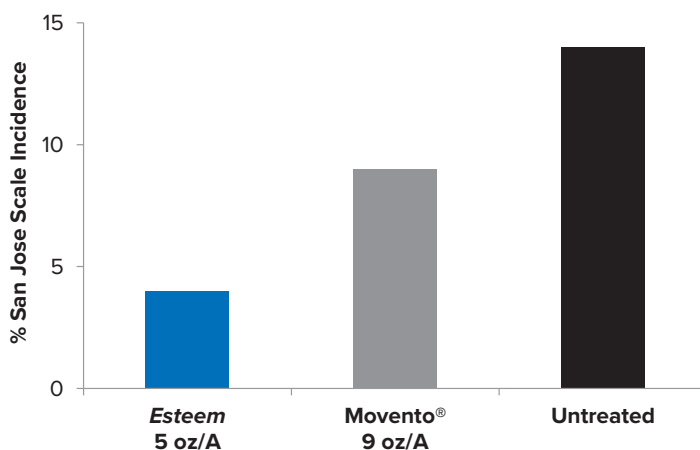
Esteem® 35 WP Insect Growth Regulator is the product of choice for early-season pest management programs. As an organophosphate (OP) replacement, *Esteem* controls San Jose scale, rosy apple aphid, first generation codling moth, pear psylla and leafminers with a farm-friendlier chemistry that does not disrupt natural enemies of the key pests or trigger cholinesterase testing for applicators.

Esteem delivers:

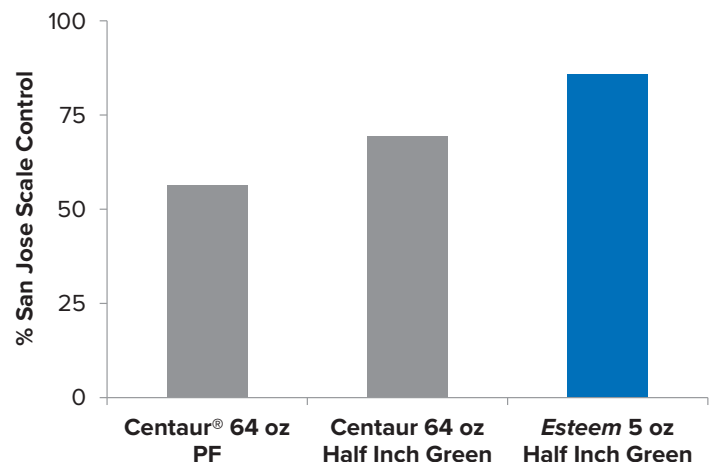
- ▶ **Long-Lasting**—protection that affects all life stages of pests for longer-lasting control
- ▶ **Effective** control of San Jose and Lecanium scales, first generation pear psylla, rosy apple aphid, leafrollers, spotted tentiform leafminer and first-generation codling moth
- ▶ **Soft Chemistry**—non-OP chemistry that’s easy on beneficial insects and the environment

Esteem 35 WP San Jose Scale Control on Apples

Better San Jose scale control with one application of *Esteem* and more marketable fruit that will save time and money



Source: John Wise, MSU Research Station, Fennville, MI



Source: Harvey Reissig, New York State Exp. Station, Geneva, NY

How To Use

| | |
|---------------------|---|
| Rate | 4–5 oz/A |
| Timing | See Timing Flexibility chart on page 2. Do not use more than two <i>Esteem</i> applications per season. |
| Method | Ground air blast equipment |
| Spray Volume | Minimum 50 gal/A; good coverage is essential |
| Adjuvant | Superior spray oil at 1–2% for applications made later than delayed-dormant |

Timing Flexibility

Because of its unique activity, mode of action and pest spectrum, *Esteem* provides greater application timing flexibility than early-season OP chemistries, and it can be used at any two of the following four application timing choices:

| Timing | Crop | Pests | Special Instructions |
|---|------------------------------|------------------|---|
| No. 1 Delayed- Dormant–Pink | Apple | Leafminers | Apply at peak moth flight for control of 1st or 2nd generation. This usually occurs at pre-pink to pink apple stage for 1st generation and 2nd cover for 2nd generation. |
| | Apple | Rosy Apple Aphid | Apply at ½-inch green apple growth stage |
| | Apple Pear Stone Fruit | San Jose Scale | Thorough coverage is critical to control |
| No. 2 Petal-Fall and In-Season | Apple Pear | Coding Moth | Apply at Biofix plus 100 degree days |
| | Apple Pear | Leafrollers | For suppression of summer generation, target 4th–6th instar larvae or about 550–650 pandemis leafroller degree days or 250–300 obliquebanded leafroller degree days |
| | Apple Pear Stone Fruit | San Jose Scale | Thorough coverage is critical to control. For control in-season, time sprays when scale crawlers first emerge. Use with a superior oil for added control. |
| No. 3 (West of the Rockies) | Apple Pear | Codling Moth | Biofix plus 350 codling moth degree days. This is the timing for the delayed first cover if an ovicide is used at Biofix plus 50–150 degree days (<i>Esteem</i>) or at Biofix plus 200 degree days (1% oil). This strategy calls for a tank mix of an ovicide (<i>Esteem</i>) plus a larvicide. |
| No. 3 (East of the Rockies) | Apple Pear | Codling Moth | To control 1st generation, apply at Biofix plus 100 degree days and 2nd application 14–21 days later |
| No. 4 Pre- and Post Bloom | Pear | Pear Psylla | <i>Esteem</i> has ovicidal activity against pear psylla eggs. For optimum results, two applications bracketing bloom (clusterbud and petal-fall) are recommended. <i>Esteem</i> should be applied just prior to peak viable egg lay. Delayed-dormant applications of oil and/or Surround [®] will improve the ovicidal activity of <i>Esteem</i> by both delaying and synchronizing psylla egg lay. There must be at least 14 days between <i>Esteem</i> applications. |