

Fortify™ Cu 7-16-0 + 1.5%Cu

Fortify Cu is an advanced copper formulation designed specifically to maintain the established yield of crops.

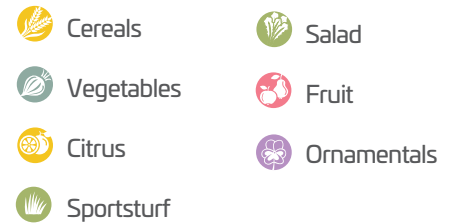
Fortify Cu is a unique formulation of PO_4 , PO_3 , copper and halide ions which complement each other to support plant health and resilience to reduce yield loss in field crops, vegetables, fruit, sportsturf, and ornamentals.

Fortify Cu provides superior nutrient delivery to the plant to support plant health and ameliorate loss from abiotic and biotic stress.

The robust formula of Fortify Cu stimulates vascular flow and root activity to mobilise copper in crops to maintain vigour and growth which in turn results in the maintenance of yield and quality.

CROPS

While Copper is an essential element for all plants, the following crops have been found to be especially responsive:

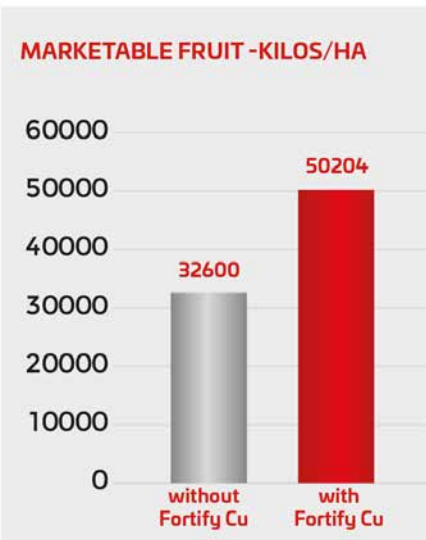


The Role of Copper

- ▶ Copper is a trace element which is involved in several enzyme systems and also in photosynthesis. It is not very mobile within the plant particularly in deficient crops.
- ▶ Copper is held strongly by soil organic matter and this can determine whether adequate copper is available for crop growth. Copper deficiency can have a serious effect on crop growth, quality and yield.
- ▶ Copper plays a major function as a catalyst in photosynthesis (converting light to energy) and restoration within the plant. It is a constituent of several enzyme systems involved in building and converting amino acids to proteins.
- ▶ Copper is important to the formation of lignin in plant cells which contributes to the structural strength of the cell and the plant.
- ▶ Copper also affects the flavour, the storage ability and the sugar content of fruits.
- ▶ In the soil copper is the most immobile micronutrient, therefore anything that inhibits new growth will restrict copper uptake. Soils and plants with a high phosphate level use more copper due to reduced soil exploration by mycorrhizas associated with plant roots.

Trials data

In trials with Casi in Almeria Spain illustrated the support Fortify Cu can give. Plum tomato species under pressure from botrytis showed a marked increase in yield retention when Fortify Cu was regularly applied.





Crop timings and Application rates

Crop	No of applications	Timings	Rate litres/ha
Cereals	As required	As necessary from 2-6 leaf stage to GS32	2.0-4.0
Sugar beet	2	1st 4-6 leaf stage 2nd 8-12 leaf stage	2.0-4.0
Brassicac	1-2	Apply only where known deficiency exists	2.0-3.0
Leafy salads	As required	As required from tissue analysis Repeat at 10-14 day intervals	1.0-2.0
Potatoes	As required	As required from tissue analysis Repeat at 10-14 day intervals	2.0-3.0
Root Crops	As required	As required from tissue analysis Repeat at 10-14 day intervals	2.0-3.0
Legumes	As required	Repeat as necessary at 14 day spray interval	2.0-3.0
Top fruit	As required	Apply in 400-800 litres of water depending upon tree size Apply after petal fall repeat at 10-14 day intervals	2.0-3.0
Sportsturf	As required	As required from tissue analysis Repeat at 14 day intervals	3.0
Soft fruit	2-4	As required from tissue analysis Repeat at 10-14 day intervals	2.0-3.0
Ornamentals	As required	As required from tissue analysis Repeat at 10-14 day intervals	1.0-3.0

Fortify Cu is compatible with most known fertilisers and pesticides but it is advisable to conduct a jar test with new mixes or products. Never mix in a concentrated form with other fertilisers and pesticides such as a pre-mix tank etc. Apply in 400-800 litres of water for optimum coverage and in a minimum of 200 litres.

Avoid spraying in sunlight hours if air temperature is above 30°C

Fortify Cu contains 1.5% copper, so should only be used as recommended. Information about specific applications can be obtained from your Engage advisor.

For more detailed application rates per crop, please visit engagecropsolutions.com or speak to a JF McKenna advisor. Always read the label before use.



Exclusive distributor in Ireland.

66 Cathedral Road | Armagh | BT61 8AE

t: +44(0)28 3752 4800 **e:** stephen@jfmckenna.com
www.jfmckenna.com