



NovaGraz™

HERBICIDE

**NEW FOR PASTURES:
Take Out Weeds, Leave White Clover**

INTERACTIVE PRODUCT GUIDE



NovaGraz™

HERBICIDE

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HOW TO NAVIGATE



Click on this icon to watch a video about the numbers behind NovaGraz™ herbicide



Click on this icon throughout the PDF for more information



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OVERVIEW

The white clover conundrum ends:

That changes with NovaGraz™. Don't sacrifice white clover to control broadleaf weeds in a pasture.

White clover in a cool-season grass pasture can be such an economic benefit that producers hate to risk losing. But when broadleaf weeds invade, forage yields suffer and the overall quality of the pasture can decline.

Until NovaGraz™, pasture herbicides couldn't take out most broadleaf weeds without also removing white clover and annual lespedeza.

That changes NovaGraz™ herbicide.

Keep clean pastures and all the benefits of white clover and annual lespedeza.



White Clover



Annual Lespedeza

KEY WHITE CLOVER BENEFITS:



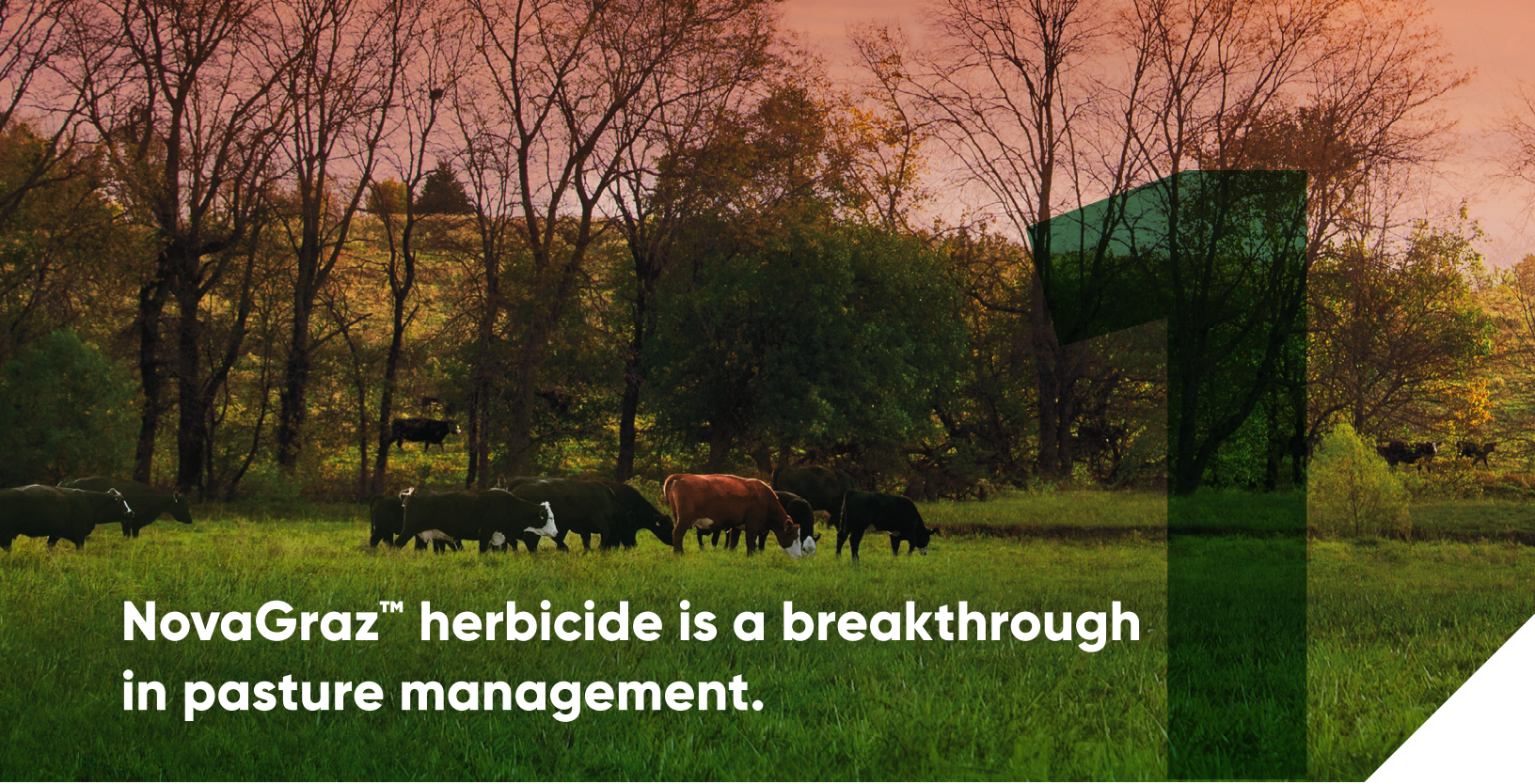
Improved forage quality for better animal performance



Improved soil fertility due to the nitrogen-fixing capability of legumes

Producers Can Have Both:

Reap the benefits of legumes and broadleaf weed control.



NovaGraz™ herbicide is a breakthrough in pasture management.

Only 1 product...

Preserves white clover and annual lespedeza for an abundant, diverse, high-quality forage that improves soil fertility and livestock production.

AND

Controls a broad spectrum of weeds in permanent grass pastures, rangeland, hayfields and Conservation Reserve Program (CRP) acres.

[Click here to judge the results for yourself.](#)

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Reap the benefits of white clover in pasture.



Improve conception rates by up to 25% with white clover in cool-season grass pastures

Increase stocker average gain by up to 50% with the inclusion of white clover in pasture

Add up to 150 pounds of nitrogen per acre with white clover

Check out the numbers behind improved conception rates and profitability with NovaGraz™ herbicide.

Check out the numbers behind improved stocker gain and profitability with NovaGraz™.

Check out the numbers behind reduced input costs with NovaGraz™.



Animal Performance Benefits

ADDITIONAL ANIMAL HEALTH BENEFITS

White clover can serve a role in improving animal health. It does that by offsetting various livestock disorders associated with grazing some forages. Where cattle graze toxic endophyte-infected (E+) tall fescue, adding legumes is the most common strategy to alleviate fescue toxicosis.

Clovers in the diet also reduce the likelihood of grass tetany in cattle. Grass tetany is a symptom of magnesium deficiency. Clover contain higher levels of magnesium than do grasses.



Soil Fertility Benefits

MORE NITROGEN IN THE SOIL

Nitrogen prices continue to vary, but if nitrogen from a spreader cost \$0.55 per pound, 150 pounds of nitrogen fixed by white clover represents a value of \$83 per acre per year.



Clover benefits fade when weeds flourish.

Keep those clover benefits with a better weed control option.

Broadleaf weeds in pasture typically reduce forage production by 1 to 1.5 pounds for each pound of weed grown over the season.

Weeds with sharp thorns, awns, or spines may interfere with cattle grazing.

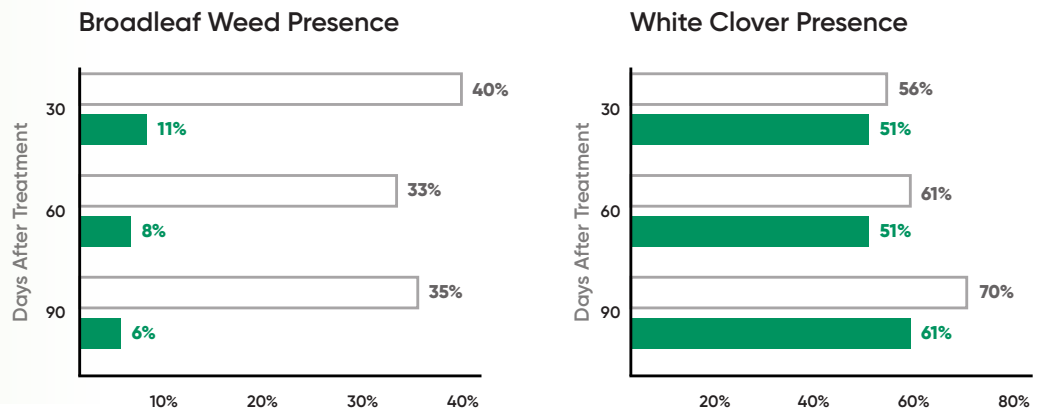
By eliminating weedy competition in cool-season grass/white clover pastures, NovaGraz™ increases the amount of forage produced and improves utilization.

With more forage, a pasture acre feeds more cattle or the same number of cattle longer.

In research trials, NovaGraz™ herbicide substantially reduced weed presence. And it did so with minimal impact on white clover populations.

Vegetation Presence

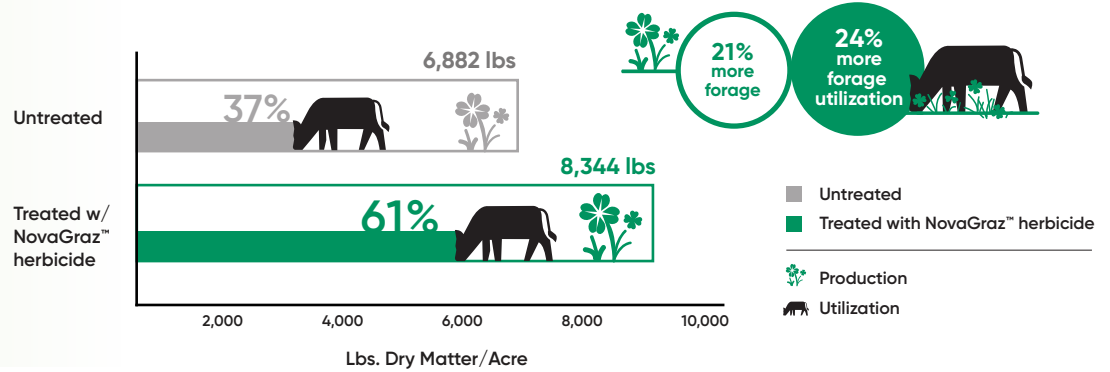
□ Untreated
■ Treated with NovaGraz™





With less weed competition, forage production and utilization increases.

Forage Production and Utilization



NovaGraz™ is the first broadly effective herbicide to control broadleaf weeds while preserving white clover and annual lespedeza.



Annual Marshelder



Common Cocklebur



Hairy Buttercup

Click to see some of the species NovaGraz™ controls.

BY COMPARISON: Multiple years of testing show NovaGraz™ provides broader spectrum control of broadleaf weeds compared to 2,4-D alone.

Application: Apply correctly and know what to expect.



Application Timing

NovaGraz™ herbicide is most effective when 90% of target weeds have emerged and are actively growing.

For biennials such as musk thistle, that's usually early to mid-spring or late in the fall.

For weed species such as spiny pigweed, ironweed and cocklebur, it may be late spring to early summer.



Application Rate

The primary use rate for NovaGraz™ herbicide is 24 fluid ounces per acre.

The maximum use rate is 48 fluid ounces per acre per year. That allows for an enhanced control spectrum or a repeat application.



Required Adjuvant

Apply NovaGraz™ with a methylated seed oil (MSO) adjuvant.

Know what to look for after application.

Soon after application, white clover will yellow slightly and lodge for a short period.

Symptoms vary, but white clover will recover after several weeks.



White clover variety, weather, and grazing management can affect white clover recovery.

Annual lespedeza, on other hand, shows very little effect from the herbicide. It may show a slight yellowing of leaves and no lodging.

Click to see best management practices to minimize these short-term effects.

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The 1 product that does both: controls weeds and preserves white clover

NovaGraz™ herbicide maximizes a pasture's potential by increasing forage quality, maintaining the benefit of white clover and achieving broad-spectrum weed control – all at the same time.

Increase cattle conception rates by up to 25%

The presence of legumes in tall fescue pastures can increase conception rates by up to 25%. NovaGraz™ herbicide can help protect this benefit for producers managing tall fescue pastures.

Judge the results for yourself.

Increase stoker average gain by up to 50%

By maintaining white clover and annual lespedeza in tall fescue pastures, producers can mitigate fescue toxicosis, increasing stoker average gain by up to 50%.

Raise soil nitrogen by up to 150 pounds per acre

Controlling broadleaf weeds and preserving white clover ensure the nitrogen captured is used by the desirable forage and not weeds.