

# POISON

KEEP OUT OF REACH OF CHILDREN  
READ SAFETY DIRECTIONS BEFORE OPENING OR USING

## Promote<sup>®</sup> 720 Growth Regulator

**ACTIVE CONSTITUENT: 720 g/L ETHEPHON**  
(an anticholinesterase compound)

*For anti-lodging in barley or crop thinning,  
loosening or ripening in various crops and  
for accelerating boll opening, defoliation and  
pre-conditioning before defoliation of cotton as  
specified in the Directions for Use table.*



**ADAMA**  
ESSENTIALS

adama.com

CONTENTS: 20 L, 200 L, 1000 L

**DIRECTIONS FOR USE:**

**Restrictions:** DO NOT apply to weak or stressed plants.  
DO NOT pre-condition with sodium chlorate before applying this product.  
DO NOT apply if cotton buds have been killed by frost.  
DO NOT apply if rain is expected within 8 hours of application.  
DO NOT apply if day/night temperatures are expected to fall below 18°C.  
DO NOT mix with hard (alkaline) water.  
DO NOT apply before sufficient mature unopened bolls have developed to produce the desired yield.

CROP	ACTION	STATE	RATE (High volume)	WHP	CRITICAL COMMENTS
APPLES Jonathon, Delicious	Advancement of maturity, improvement of red colour	Qld, NSW, Vic, SA, WA only	35 to 65 mL PLUS 20 mL X-77 <sup>®</sup> non-ionic wetter per 100 L water (add "stop drop")	7 days	Ensure fruit has reached marketable size before treatment and keep trees under observation after spraying. Apply 2 to 3 weeks before normal harvest period and 7 to 14 days before desired harvest date. Ensure fruit is picked at the correct stage of maturity, as fruit not harvested will quickly become over-ripe. Note: For best results spray when temperatures are between 15° and 32°C. Continuing low temperatures will advance maturity but may reduce colouration, so use lower rate. Use higher rate for quicker response. Add a "stop-drop" to prevent premature loosening of fruit. Thorough coverage is essential. Apply to fruit only for the fresh fruit market or short term storage.
Tydemans Early		Tas only	25 mL/100 L water (add "stop drop")		
Gravenstein, Golden Delicious, Jonathan and Red Delicious	Thinning*	Vic, SA only	15 mL PLUS 20 mL X-77 non-ionic wetter per 100 L water		
Golden Delicious, Stark Crimson and Legana		Tas only	35 mL PLUS 20 mL X-77 non-ionic wetter per 100 L water		

CROP	ACTION	STATE	RATE (High volume)	WHP	CRITICAL COMMENTS
APPLES (continued) Golden Delicious, Red Delicious, Jonathan, Granny Smith	Thinning*	WA only	35 to 40 mL PLUS 20 mL X-77 non-ionic wetter per 100 L water	7 days	Only use high concentration when heavy set expected.  <b>*Note: For all thinning applications: The complex nature of fruit set and the possible variable action of chemical thinners due to weather conditions, make it difficult to give set recommendations and growers should consult their local agronomist.</b>
Lady William			45 to 65 mL PLUS 20 mL X-77 non-ionic wetter per 100 L water		
All varieties	Aid complete removal of fruit from trees and encourage a biennial bearing habit (Excessive vegetative growth will be suppressed and the following bloom stimulated.)	NSW, SA, WA only	65 to 135 mL PLUS 25 mL X-77 non-ionic wetter per 100 L water		Apply just prior to full bloom OR 5 to 6 weeks later during early morning or late afternoon when slow drying conditions occur. Ensure thorough coverage of foliage and flowers or fruit. Note: Under normal weather conditions use lower rate for Delicious and higher rate for Jonathans as they are difficult to de-fruit. Consult the local Department of Agriculture for specific recommendations on other varieties. Warm weather following treatment will improve results, but if temperatures below 18°C prevail after spraying, fruit removal may be reduced, in the latter case use a higher dose rate. Fruit will loosen in 7 to 10 days and thinning should be complete within 2 to 3 weeks. Limbs can be lightly shaken to aid removal after this time.
	Retard vegetative growth and stimulate flowering of young apple trees in the following season.		65 to 135 mL PLUS 25 mL X-77 non-ionic wetter per 100 L water		Apply from full bloom to 6 weeks after full bloom. Ensure thorough coverage. Trees should be large enough to support an increased crop of apples before being treated. Increase rate towards 135 mL/100 L to maximise thinning and stimulation of blooms during the following season. Note: Better results will be achieved if daminozide at 1000 ppm is added. DO NOT apply if harvesting fruit in same season as flowers or fruitlets will be partially or completely thinned.
BARLEY	Anti-lodging	Qld, NSW, Vic, Tas, WA only	335 or 500 mL/ha	1 day	Use the higher rate on tall, vigorous crops, on varieties susceptible to heavy lodging and on irrigated crops. Apply once only, between early to late boot stage, but before awns or spikes emerge. DO NOT apply to crops under moisture or disease stress or to crops that have already lodged. DO NOT apply if rain is expected within 4 hours or if temperature is less than 18°C.
Barley varieties: Weeah Malebo Parwan only		SA only			
CHERRIES Ron's Seedling, St. Margaret, Napoleon, Florence	Promote evenness of maturity; early colour development	NSW only: Young district	20 mL/100 L water	7 days	<b>Treatment with PROMOTE 720:</b> Apply when approximately 20% of the fruit show pink to red colour development, normally 7 to 10 days before harvest. Ensure thorough coverage of leaves and fruit. Note: High temperature at spraying or following spraying may accelerate results. DO NOT spray when mean daily temperatures exceed 32°C. DO NOT spray when rain is expected within 24 hours OR when temperatures are low (17°C or less) as this will delay or reduce the effect of PROMOTE 720. Fruit will mature 3 to 5 days earlier than normal and will be loosened to allow easier harvesting. A high proportion of fruit will readily separate from the stalk when harvested.
		Orange/ Bathurst district	40 mL/100 L water		
TABLE GRAPES Barlinka	To promote early uniform colouring	NSW, SA only	15 to 20 mL PLUS 20 mL X-77 non-ionic wetter per 100 L water	14 days	Apply when 5 to 30% of the berries are coloured (2-4 weeks prior to expected harvest). Use the higher rate to maximise the colouring effects required. Ensure thorough coverage of bunches although the foliage need not be completely covered.  NOTE: PROMOTE 720 may slightly reduce firmness of grapes. DO NOT use on grapes intended for long storage.
Red Emperor, Red Prince, Red Malaga, Cardinal, Muscat of Hamburg		NSW, Vic, SA, WA only	25 to 40 mL PLUS 20 mL X-77 non-ionic wetter per 100 L water		
Flame Seedless		WA only			
WINE GRAPES Semillon	Aids to mechanical harvesting	NSW only	40 to 130 mL PLUS 100 mL X-77 non-ionic wetter per 100L water	7 days	Apply 7 days before expected harvest. Thorough coverage of upper and lower leaf surfaces is essential. NOTE: Some leaf yellowing and leaf fall, which is not detrimental to vines, may occur. The concentration to use will depend on a number of factors such as seasonal conditions, crop size, weather conditions, before and after application, and trellis type. Therefore, before applying consult the local Department of Agriculture for specific recommendations.

CROP	ACTION	STATE	RATE (High volume)	WHP	CRITICAL COMMENTS
MANDARINS Imperial	Thinning to increase fruit size, to reduce size of heavy crop and to even out the production cycle	Qld, NSW, SA, WA only	35 to 40 mL/ 100 L water	Not re- quired	Apply during the early stage of fruit development for thinning and correction of the habit of alternate heavy and light crops. Apply as foliar spray when fruitlets are about 10 to 15 mm in diameter and when natural fruit drop is occurring. This is usually in November in Qld, December in SA and intermediate in NSW, WA and Vic. Weather conditions influence the degree of thinning and care must be taken not to over-thin. Note: Fruitlets should fall off 7 to 14 days after application. Aim to apply 13 to 15 L of spray per 4 to 5 m high tree. Use the higher rate when a very heavy crop is evident. DO NOT apply in cold weather (less than 18°C) OR when rain is likely within 1 to 2 days of spraying. DO NOT add surfactants or wetting agents as leaf fall may be increased. See also General Instructions.
		Vic only	25 to 35 mL/ 100 L water		
NSW, WA only		35 to 40 mL/ 100 L water			
NSW, SA, WA only					
ORANGES Navel					
Valencia		Vic only	40 to 45 mL/ 100 L water		
MACADAMIA NUTS Own Choice	Aid harvesting by promoting uniform nutfall	NSW, WA only	165 mL PLUS 20 mL X-77 non-ionic wetter per 100 L water	7 days	Apply late March to early May when nuts are mature. Vary rate according to degree of loosening required. Note: Nuts will be stimulated to fall within 10 to 14 days after spraying. Mechanical shaking may be used 7 to 10 days after spraying. Ensure thorough coverage of foliage and nuts. Ensure tops and insides of trees are adequately sprayed. A small quantity of older leaves will fall after treatment, but production will not be adversely affected. DO NOT use on Teddington variety.
H2 Variety			55 to 105 mL PLUS 20 mL X-77 non-ionic wetter per 100 L water		
PEACHES	Advancement and concentration of maturity	Vic only: Goulburn Valley	15 mL PLUS 20 mL X-77 non-ionic wetter per 100 L water	6 weeks	Apply once as foliar spray after commencement of the final fast growth stage. Timing depends on variety. Determine by measuring twice weekly, fruit circumference, of 20 tagged fruit/block. After rapid growth stage determined, wait 3 to 4 days for further confirmation, then spray. Thorough coverage is essential. Note: Instances have been recorded where this product, when applied in peaches at apparently the correct time, has resulted in premature fruit drop, fruit gumming and fruit splitting. See also General Instructions.

CROP	ACTION	STATE	RATE		WHP	CRITICAL COMMENTS
			General	Boom Sprayer		
PINEAPPLES (plus Urea)	Initiation of flowering	Qld, WA only	80 mL + 5 kg Urea/100 L water (Apply 30 mL solution/ plant)	1.6 + 100 kg Urea in 2000 L water/ha (Boom spray)	7 days	Apply in March. NOTE: Rate should be doubled for plant crops which are growing vigorously at the time of application.
			40 mL + 5 kg Urea/100 L water (Apply 30 mL solution/ plant)	0.8 + 100 kg Urea in 2000 L water/ha (Boom spray)		Apply in May-June OR September-October. NOTE: See above – February/March application of Urea.
PINEAPPLES (without Urea)	Initiation of flowering in ratoon		25 mL/10 L water (Apply 30 mL solution/plant)	6.0 L in 2000 L water/ha (Boom spray)		Apply February-March. NOTE: Use on the final crop in the block before eradication of the crop. Pineapples treated at the above time will be ready for picking 7 to 10 months after application.
			7 mL/10 L water (Apply 30 mL solution/plant)	1.5 L in 2000 L water/ha (Boom spray)		Apply in May-June OR September-October. NOTE: See above – February/March application without Urea.
PINEAPPLES	Fruit ripening		–	1.7 L in 1000 L water/ha		PROMOTE 720 for ripening should only be used on even crops successfully induced for flowering with PROMOTE 720. DO NOT use on fields intended for ratoon production. Treatment should be made when the forced fruit are beginning to show the first colour break. An initial harvest may be necessary to remove more advanced fruit before applying PROMOTE 720. The remaining treated fruit will be ready for harvest at least 7 days following the PROMOTE 720 ripening application. NOTE: DO NOT use on fruit intended for the fresh fruit market. PROMOTE 720 for ripening is NOT SUITABLE FOR USE ON SUMMER PLANT CROPS because of scattered fruiting and high risk of forcing young suckers. Where natural fruiting has occurred prior to chemical induction, these natural fruit must be picked before PROMOTE 720 ripening. Treatment too early can result in a loss of yield and a reduction in fruit sugar levels.

CROP	ACTION	STATE	RATE (High volume)	WHP	CRITICAL COMMENTS
SUGARCANE	Cane ripening	Qld, NSW, WA only	1 L/ha	6 weeks	Use in March-April to accelerate ripening in cane and increase c.c.s. Use on cane planted for early harvest, with harvest no later than August. Apply to actively growing and non-stressed cane with at least eight non-stressed green leaves. Cane varieties Q115, Q119, Q137, Q124, Q96, H56-752 and CP44-101 have all shown high to moderate response to ethephon. Shortening of some internodes and yellowing of leaves may occur without any effect on cane yield. Test any new varieties prior to application.
TOMATOES	Accelerate ripening, increasing yield	All States	1.2 L in 440 to 880 L water per hectare	7 days	Apply once in the season. Ensure thorough coverage of fruit and foliage, when fruit is 5 to 30% pink or red. To determine this pull a few plants, shake off all fruit, weigh and determine above percentage. Optimum harvest maturity is expected 14 to 21 days after spraying. DO NOT use on greenhouse crops. Note: Temperatures below 18°C retard colour development and may extend the interval between treatment and harvest. Treatment may cause some yellowing of foliage or defoliation. Sun scald or exposed fruit may occur under high temperature conditions following treatment.

CROP	SITUATION	STATE	RATE/HA	CRITICAL COMMENTS
Cotton	Defoliation, acceleration of boll opening	Qld, NSW only	2.0 L to 3.0 L in min. 20 L water	Application to be made when there are sufficient unopened bolls present to obtain the desired yield. Higher rates are used when the following conditions apply: a) on stressed plants b) on a heavy crop with plenty of foliage present c) if day/night temperatures are likely to drop below 22°C within 5 days of application
	Pre-conditioning of crop before a normal defoliation is to occur		1.3 L in min. 20 L water	Application to be made when there are sufficient unopened bolls present to obtain the desired yield. The defoliant can then be applied at a time interval 4-7 days later. Ensure thorough coverage of bolls.
	Defoliation #		0.5-1.0 L	Use in a tank mix with a registered rate of DROPP*. Apply when there are sufficient unopened bolls to produce the desired yield. Total application volume should be no less than 20.0 L/ha. Ensure thorough and uniform coverage of bolls and leaves. # This mixture will also provide some acceleration of boll opening, however a subsequent application of a boll opener may be required to complete boll opening.

**NOT TO BE USED FOR ANY PURPOSE, OR IN ANY MANNER CONTRARY TO THIS LABEL UNLESS AUTHORISED UNDER APPROPRIATE LEGISLATION.**

**WITHHOLDING PERIODS:**

**BARLEY: DO NOT HARVEST FOR 1 DAY AFTER APPLICATION.**

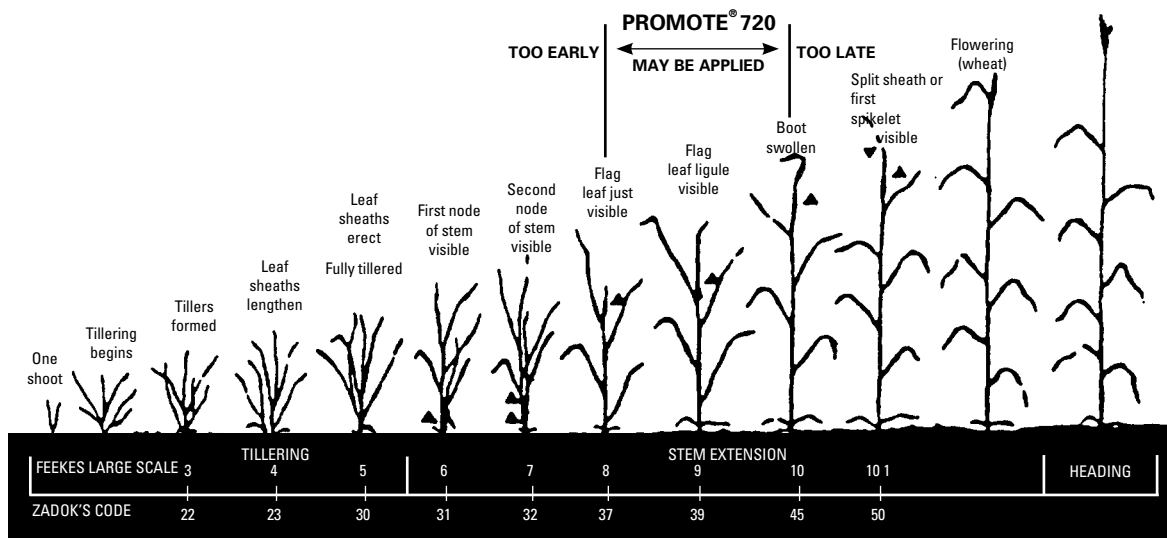
**APPLES, CHERRIES, MACADAMIA NUTS, PINEAPPLES, TOMATOES, WINE GRAPES: DO NOT HARVEST FOR 7 DAYS AFTER APPLICATION.**

**TABLE GRAPES, COTTON: DO NOT HARVEST FOR 14 DAYS AFTER APPLICATION.**

**PEACHES AND SUGAR CANE : DO NOT HARVEST FOR 6 WEEKS AFTER APPLICATION**

**IMPORTANT:**

**BARLEY:** Use only on vigorously growing and potentially high yielding crops which are likely to lodge.



## GENERAL INSTRUCTIONS

### IMPORTANT

#### Apples

##### – advancement of fruit maturity and improvement of red colour:

- Ensure fruit has reached marketable size before treatment and keep trees under observation after spraying.
- Ensure fruit is picked at the correct stage of maturity, as fruit not harvested will quickly become over-ripe.
- Continuing low temperatures will advance maturity and colouration; continuing warm to high temperatures, both day and night, will advance maturity but may reduce colouration.
- Apply to fruit only for the fresh fruit market or short term storage.

#### Apples – Thinning:

The complex nature of fruit and the possible variable action of chemical thinners due to weather conditions, make it difficult to give set recommendations and growers should consult their local agronomist.

#### Apples – Fruit Removal:

- Apply to trees to remove unwanted fruit and encourage a biennial bearing habit. Excessive vegetative growth will be suppressed and bloom the following season stimulated.
- Weather conditions are very important – warm weather following treatment will improve results, but if temperatures below 18°C prevail after spraying, fruit removal may be reduced. In the latter case, use the higher dose rate.
- Fruit will loosen in 7-10 days and thinning should be complete within 2-3 weeks. Limbs can be lightly shaken to aid removal after this time.

#### Barley:

Use only vigorously growing and potentially high yielding crops which are likely to lodge.

#### Imperial Mandarins and Valencia Oranges:

Apply during the early stage of fruit development for thinning and correction of the habit of alternate heavy and light crops. Weather conditions influence the degree of thinning and care must be taken not to over-thin.

**EXCLUSION OF LIABILITY:** As the degree of thinning may vary according to the conditions and over-thinning is possible, the decision to incur these risks is taken by the user, and the manufacturer and vendor exclude themselves from all conditions, representations, warranties, whether expressed or implied by statute or otherwise and accept no responsibility for any losses which follow from the use of the product on mandarins or oranges as far as this is legally possible under the Trade Practices Act or any State legislation.

#### Cotton:

A foliar spray with PROMOTE 720 will accelerate opening of mature unopened bolls and enhance defoliation, which can result in earlier harvest and increased recoverable yield and quality. Some premature drop of small immature bolls may occur. Harvest at optimum boll opening and optimum defoliation. Too late harvest may reduce quality and lint.

#### APPLICATION – COTTON

DO NOT apply before sufficient mature unopened bolls have developed to produce the desired yield of cotton. Bolls are mature when the seed coat turns light brown, the embryo fills the seed cavity with an abundance of creamy colour and cotyledons are well defined.

#### TREATMENT SEQUENCE – COTTON

- Light canopy: Apply PROMOTE 720 then apply defoliant 4 to 7 days later.
- Moderate to heavy canopy: **First** apply a pre-conditioner, then apply PROMOTE 720 as soon as sufficient leaves have dropped to expose the large bolls, usually 4 to 10 days later.

#### APPLICATION METHOD – COTTON

Apply by placement technique under the following range of conditions to achieve a target droplet density of 60 droplets per square cm.

Wind Direction: Cross Wind                      Wind speed range: 6-20 kph  
Air Temperature: Maximum 32°C                  Delta t: Maximum 10°C

#### Sugar Cane:

PROMOTE 720 may be applied by air or ground spray equipment. Apply in 30 L water/ha by air, and 110-150 L water/ha by ground spray equipment. Apply during March-April on cane due for harvest no later than August. Consult your local Adama agent or BSES officer.

#### Tomatoes:

- Temperatures below 18°C retard colour development and may extend the interval between treatment and harvest.
- Treatment may cause some yellowing of foliage or defoliation.
- Sun scald of exposed fruit may occur under high temperature conditions following treatment.

#### MIXING

Half fill the spray tank with water, add the required amount of product then the remainder of water and mix well. DO NOT use alkaline water.

## EQUIPMENT USAGE AND CLEANING

This product is corrosive to metals. Mix only the quantity of spray required for immediate use and do not allow to stand in metal containers for longer than 2 hours. Flush equipment thoroughly after use. Use only properly calibrated and maintained spraying equipment.

### COMPATIBILITY

DO NOT tank mix this product with sodium chlorate. This mixture will, when heated, emit toxic chlorine fumes.

### PROTECTION OF CROPS, NATIVE AND OTHER NON-TARGET PLANTS

DO NOT apply under weather conditions, or from spraying equipment, that may cause spray to drift onto nearby susceptible plants/crops, cropping lands or pastures. Wash sprayer thoroughly after use.

### PROTECTION OF WILDLIFE, FISH, CRUSTACEANS

#### AND ENVIRONMENT

DO NOT contaminate streams, rivers or waterways with the chemical or used containers.

### STORAGE AND DISPOSAL

Store in the closed, original container in a dry, cool, well-ventilated area out of direct sunlight. Triple or preferably pressure rinse containers before disposal. Add rinsings to spray tank. DO NOT dispose of undiluted chemicals on site. If recycling, replace cap and return clean containers to recycler or designated collection point. If not recycling, break, crush, or puncture and bury empty containers in a local authority landfill. If no landfill is available, bury the containers below 500 mm in a disposal pit specifically marked and set up for this purpose clear of waterways, desirable vegetation and tree roots. Empty containers and product should not be burnt.

**For refillable containers,** empty contents fully into application equipment. Close all valves and return to point of supply for refill or storage.

#### 1000 L

Store in the closed, original container in a cool, well-ventilated area. DO NOT store for prolonged periods in direct sunlight. Storage must be secure so that contents cannot be tampered with. All locks and/or seals must be in order. If locks or seals are broken prior to initial use then the integrity of this product cannot be assured. If this occurs Adama Australia Pty. Ltd. should be advised immediately. This minibulk container is reusable and remains the property of Adama Australia Pty. Ltd. DO NOT rinse empty container. Empty contents fully into application equipment. Close all valves and return to the point of supply for refill or storage. No other liquid, solid or pesticide product should be put into it. When empty return to Adama Australia Pty. Ltd. for cleaning, relabelling and refilling.

### SAFETY DIRECTIONS

Product is harmful if swallowed. Attacks the eyes. Repeated minor exposure may have a cumulative poisoning effect. Protect eyes while using. When preparing spray and using the prepared spray, wear elbow length PVC gloves and face shield or goggles. Wash hands after use. After each day's use, wash gloves, face shield or goggles and contaminated clothing.

### FIRST AID

If swallowed, do NOT induce vomiting. Give a glass of water. If swallowed, splashed on skin or in eyes, or inhaled, contact a Poisons Information Centre (Phone Australia 131126; New Zealand 0800 764 766) or a doctor at once. Remove any contaminated clothing and wash skin thoroughly. If swallowed, activated charcoal may be advised. Give atropine if instructed. If in eyes, hold eyes open, flood with water for at least 15 minutes and see a doctor.

### MATERIAL SAFETY DATA SHEET

Additional information is listed in the material safety data sheet (MSDS). A material safety data sheet for PROMOTE 720 is available from Adama on request. Call Customer Service on (02) 9431 7800.

**CONDITIONS OF SALE:** The use of PROMOTE 720 Growth Regulator being beyond the control of the manufacturer, no warranty expressed or implied is given by Adama Australia Pty. Ltd. regarding its suitability, fitness or efficiency for any purpose for which it is used by the buyer, whether in accordance with the directions or not and Adama Australia Pty. Ltd. accepts no responsibility for any consequence whatsoever resulting from the use of this product.

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**UN No. 3265**  
**CORROSIVE LIQUID, ACIDIC,**  
**ORGANIC, N.O.S.**  
**PG GROUP III HAZCHEM 2X**



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Batch No.

Date of Manufacture