



Venom® Professional

Product Overview

- VENOM® PROFESSIONAL is a broad spectrum insecticide, in a Suspension Concentrate Formulation, containing 100 g/L of the active ingredient bifenthrin
- It is registered for the control of Lepidopteran pests such as Lawn Armyworm and Sod Webworm and adult stages of Coleopteran pests including Argentine Stem Weevil, Billbug and African Black Beetle in all recreational turf situations
- VENOM® PROFESSIONAL is also registered for the control of a range of insects including Two-spotted mite, caterpillars and loopers, whitefly, mealybug, Plague Thrips and cutworms in ornamental plant situations
- VENOM® PROFESSIONAL is also labelled for the control of several ant species including Black Ant, Coastal Brown Ant, Funnel Ant, Meat Ant, Sugar Ant, Stinging Ants and Red Imported Fire Ants in turf and industrial situations
- VENOM® PROFESSIONAL is additionally labelled for the control of spiders, Papernest Wasps, mosquitoes, biting midges, flies, fleas & ticks in internal and external areas and surrounds of domestic, commercial, public and industrial buildings or structures.

Mode of Action

GROUP **3A** INSECTICIDE

Bifenthrin, the active ingredient in VENOM® PROFESSIONAL, kills insect pests by interfering with the normal functions of the nervous system. Bifenthrin interferes with the sodium channel gating mechanism that underlies the generation and conduction of nerve impulses through the insect's body. Bifenthrin acts by disturbing the sodium/potassium ion balance within the insects nerve cell membrane, creating a flush of excess sodium in the cell. This causes an electrical imbalance, throwing the whole nervous system into spasm, ultimately leading to paralysis and death of the susceptible insect pest. VENOM® PROFESSIONAL is a group 3A insecticide, and belongs to the Synthetic Pyrethroid group of insecticides. VENOM® PROFESSIONAL works via contact activity on the target insect, and is not systemic within the plant.

VENOM® PROFESSIONAL Use Rates

Turf: VENOM® PROFESSIONAL is applied at a rate of 1.2 – 4.4 L/ha (12 – 44 mL/100 m²) in turf situations, depending upon the target insect. For application in turf, it is recommended that VENOM® PROFESSIONAL be applied in a minimum of 200 L of water per hectare with a medium sized droplet to obtain an even coverage over the turf surface. For soil borne insects, 4 mm of irrigation maybe required to place the active ingredient into the rootzone. Apply after mowing to minimise loss of insecticide in clippings.

Ornamentals: Apply VENOM® PROFESSIONAL at first signs of insect activity at a rate of 20 mL – 80 mL/100 L of water depending upon target insect pest (see label for specific rates by pest). Repeat at intervals of 7-14 days whilst pest pressure persists. Spray to run off covering both sides of the leave surfaces to obtain best results. For cutworm control in beds, containers and pots, apply VENOM® PROFESSIONAL at a rate of 1.2 L/ha. Follow up application with 5 mm of irrigation to move the insecticide in the soil where the cutworms are active.

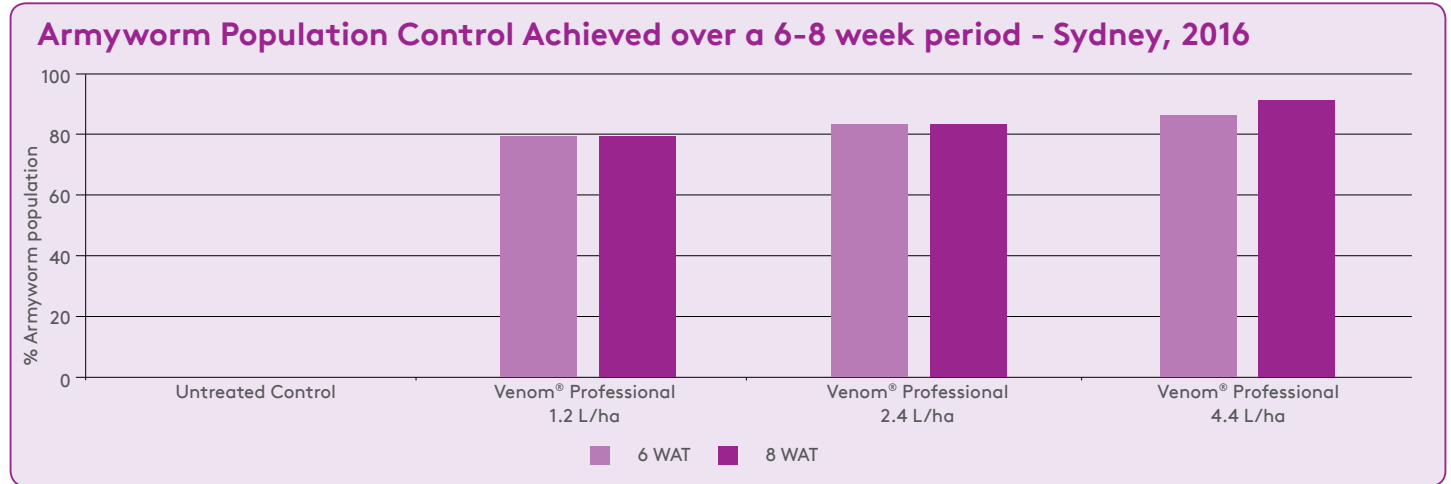
Pest Control: Apply VENOM® PROFESSIONAL at a rate of 25 – 100 mL /10 L of water. For specific information on the individual application requirements for each pest, please consult the situations for use table on the label.



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Residual Activity

VENOM® PROFESSIONAL has excellent UV stability unlike many other Synthetic Pyrethroids. As a result, VENOM® PROFESSIONAL can provide extended residual activity in turf for up to 8 weeks. The following trial highlights the residual performance achieved on Armyworm over an 8 week timeframe.



Source: Westgate Research April 2016. Report No: WR-Bifenthrin100SC-Armyworm-ADM0261.

Inbuilt Surfactant

VENOM® PROFESSIONAL contains an inbuilt surfactant, reducing the need for an additional adjuvant in many situations. The in-built surfactant enhances active ingredient coverage over the leaf surface, maximising the potential to contact the target insect.

Features and Benefits

Features	Benefits
High active ingredient loading of Bifenthrin	Lower application rates and reduced drum disposal costs
Suspension Concentrate formulation	Low odour, premium quality formulation
Broadest spectrum bifenthrin registration – Labelled to control 32 Insect pests	Effective across a large range of insects and situations for use
Contains a built-in surfactant package to improve performance	Improved activity over other formulations. Reduced additional adjuvant requirement
Excellent UV stability when compared to other Synthetic Pyrethroid chemistries	Enhanced residual performance
Registered for use in ornamentals, turf and pest control situations.	Broadest label claims, allowing the product to be used in most professional non crop situations.

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Please note: This information is not intended to replace the product labels. Always read the complete product label appearing on the container before opening or using products. Product labels also available on adama.com

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For more information on VENOM® PROFESSIONAL scan using your QR Reader here or visit adama.com



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