



### What is Pride Insecticide?

*Pride is an insecticide containing 200g/L of the active Imidacloprid.*

*It is specifically registered for the control of African Black Beetle, Argentinian Scarab, Billbug (larvae) and Pruinose Scarab in turf situations and a wide range of sucking pests in ornamental plant situations.*



### Features of Pride Insecticide

- ✓ For the control of a very broad range of insect pests in turf and ornamental situations.
- ✓ Cost effective form of insect control.
- ✓ Systemic action within the plant.
- ✓ Provides excellent turf & ornamental safety.
- ✓ Extended residual activity.
- ✓ No re-entry period.
- ✓ Water based formulation, no solvent and no odour.

### Pride at a glance

Active Ingredient	200g/L Imidacloprid
Formulation	Suspension Concentrate
Pack Size	5L, 20L
Rate	2.5L/ha (Turf)
Poison Schedule	Schedule 5 (Caution)
Mode of Action	Group 4A Insecticide

### > Pride Mode of Action

Pride is a Group 4A Insecticide. It is a systemic broad spectrum insecticide belonging to the chemistry group 4A, known as chloronicotinyls.

Pride works by causing an over excitation in the target insect's nervous system, due to the blocking of receptor sites that transmit nerve impulses.

After the nervous system becomes disrupted the insect is unable to function normally, and as a result it stops feeding and dies.

### > Pride Application Information

**Turf Application Information:** Pride is applied at the rate of 2.5L/ha or 25mL per 100m<sup>2</sup> for all turf pests. Apply a minimum of 400L/ha to ensure an even and thorough coverage.

It is ideal to apply onto wet or dewy turf. Irrigate well within one hour of application. Apply at peak egg hatch activity for African Black Beetle, Argentinian Scarab & Pruinose Scarab. This can occur from spring to mid summer.

For effective control of Billbug, monitor adult activity through late spring and early summer. Apply Pride when numbers peak or when small larvae (4mm) are found in the thatch or soil surface. Early application is essential to minimise turf damage. Pride works best on early instar stages of the pests lifecycle.

### > Pride's Systemic Action

Imidacloprid, the active ingredient in Pride is a systemic insecticide which also possesses translaminar activity (movement from one side of the leaf to the other).

Imidacloprid is readily taken up by the foliage and roots and further distributed acropetally (upwards in the plant). Target insects can be controlled by contact action in the soil or by ingesting the active ingredient when feeding on the treated plant material.

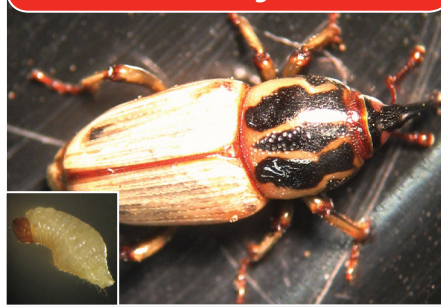
> **Key Insects Controlled**

**African Black Beetle**



**Scientific Name:** *Heteronychus arator*  
**Site of Activity:** Soil (Turf)  
**Periods of Activity:** Spring / Late Summer

**Billbug**



**Scientific Name:** *Spenophorus brunnipennis*  
**Site of Activity:** Soil / Thatch (Turf)  
**Periods of Activity:** Late Spring / Summer

**Aphid**



**Scientific Name:** *Family Aphidoidea*  
**Site of Activity:** Shoots & buds (Ornamentals)  
**Periods of Activity:** Spring to Autumn

**Elm Leaf Beetle**



**Scientific Name:** *Pyrrhalta luteola*  
**Site of Activity:** Leaves (Ornamentals)  
**Periods of Activity:** Spring / Summer

**Mealybug**



**Scientific Name:** *Pseudococcus* spp.  
**Site of Activity:** Leaves & Stems (Ornamentals)  
**Periods of Activity:** Spring to Autumn

**Scale**



**Scientific Name:** *Family Coccoidea*  
**Site of Activity:** Leaves & Stems (Ornamentals)  
**Periods of Activity:** Spring to Autumn

		<b>Pests controlled by Pride Insecticide</b>														
		Aphids	Bronze Orange Bug	Chrysomelid Beetle	Elm Leaf Beetle	Flatid	Fullers Rose Weevil	Harlequin Bug	Hibiscus Flower Beetle	Lacebugs	Longtailed Mealybug	Mealybug	Psyllids	Scales	Scarab (Curl Grubs)	Thrips
<b>mL Rate</b>	Per 100L of water	25	25	-	-	875	25	25	50	25	50	50	25	70	-	25
	Per 25mm of tree diameter	-	-	-	7	-	-	-	-	-	-	-	-	-	-	-
	Per Plant	-	-	25	-	-	-	-	-	-	-	-	-	-	-	-
<b>Directions</b>	Apply as a thorough cover spray and apply at 1st signs of activity.	√	√				√	√		√	√					√
	Spray buds & flowers as required.								√							
	Spray at 1st sign of insect pressure and apply 2nd application a week later.											√				
	Apply 3 sprays 2 weeks apart.										√					
	Spray 100mL of mixture into the leafy throat of each head.					√										
	Use soil drench application.				√											

