

# Take the bite out of chinch bug with Arena® Insecticide.



## CHINCH BUG RESISTANCE IS FUTILE IN THE FACE OF ARENA® INSECTICIDE

The Southern chinch bug. Scientists know it as *Blissus insularis*. Lawn care operators (LCOs) know it as the No. 1 pest affecting St. Augustine grass lawns in Southern states. Chinch bug feeding causes unsightly damage and can even kill St. Augustine grass.



In some areas, Southern chinch bug has become resistant to bifenthrin, the most commonly used chinch bug treatment in recent years.

Fortunately, LCOs have a powerful and effective chemical alternative to bifenthrin.

**Arena® Insecticide** from Valent Professional Products provides LCOs with the following key benefits:

- Effective control of Southern chinch bug, including pyrethroid-resistant chinch bug
- Longest-lasting residual control
- Rapid knockdown
- An excellent resistance management tool to help conserve other products

The systemic power of *Arena* causes chinch bugs to **cease feeding** on the treated turfgrass **within 24 hours**.

Available in sprayable and granular formulations, *Arena* will effectively kill pyrethroid-resistant chinch bug, help keep your customers' lawns looking great all year long and generate desirable word of mouth—the kind that leads to new business.

## RESISTANCE ISSUES NEED NOT BE FATAL TO THE BOTTOM LINE: ARENA CAN HELP CONSERVE BIFENTHRIN AND MAINTAIN YOUR CUSTOMER BASE

Growing chinch bug resistance to bifenthrin has left LCOs in need of a new option for controlling these small but highly damaging pests.



It has also raised the stakes for LCOs in terms of customer satisfaction and retention. While resistance issues have made effective treatment of chinch bug more challenging, homeowners' expectations of a healthy and attractive lawn remain as high as ever.

Failure to control chinch bug can lead to:

- Costly callbacks
- Lost customers
- Negative word of mouth when irreparable chinch bug damage occurs
- High sod replacement costs



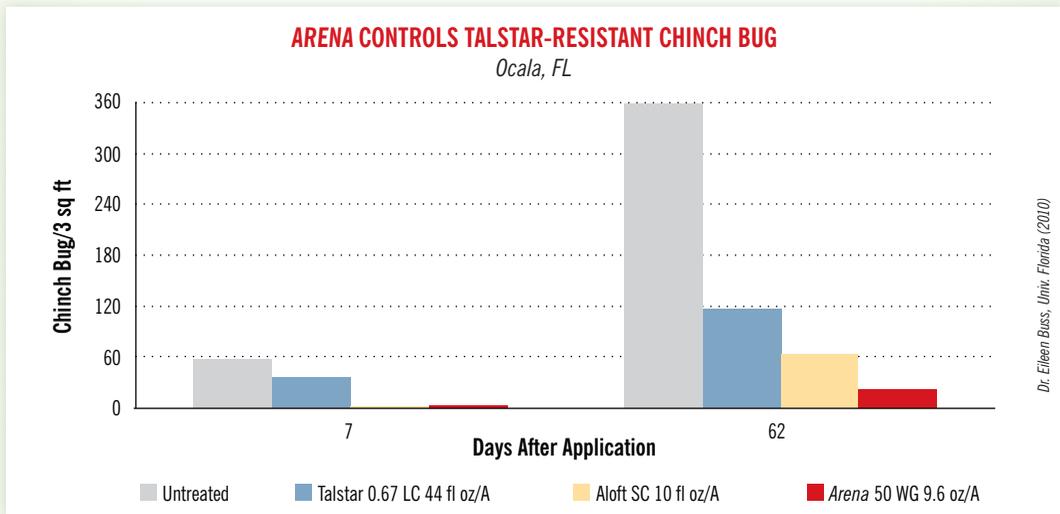
## IMPORTANCE OF RESISTANCE MANAGEMENT

According to the Insecticide Resistance Action Committee (IRAC), the best method of managing insecticide resistance is rotation between modes of action. IRAC discourages the co-application of different modes of action, by way of either tank mix or premix. While *Arena* contains only clothianidin, a neonicotinoid, Aloft® Insecticide contains both clothianidin and bifenthrin, a pyrethroid.

## WHEN ARENA KNOCKS CHINCH BUGS DOWN, THEY STAY DOWN

In a recent study at the University of Florida, *Arena* and Aloft both provided rapid knockdown of a Southern chinch bug population that was highly resistant to Talstar® Insecticide (bifenthrin).

Both products provided excellent control for one month after application, but by two months after application, *Arena* was providing better control of chinch bug when compared to Aloft.



*Arena* and Aloft both provided excellent knockdown of a highly Talstar-resistant population of Southern chinch bug by 7 days after application. However, by 2 months after application, *Arena* was on average providing 65% more control than Aloft.

### Apply *Arena* at the Following Rate When Chinch Bugs First Appear:

#### ***Arena* 50 WDG application rates:**

9.6 to 12.8 oz/A (0.3 to 0.4 lb ai/A)



**A BETTER VALUE THAT LASTS.  
AND LASTS. AND LASTS.™**

For more information about *Arena* and how it can help you control chinch bug and keep your customers' lawns looking great, visit [www.valentpro.com/arena](http://www.valentpro.com/arena).

**chinch bug** (including pyrethroid-resistant)  
billbugs | white grubs | ants | more



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**Read and follow the label instructions before using.**

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