

**Albaugh Fortiori press release**  
**Dr2 11122017**

## **Fortiori formulation breakthrough delivers advanced manganese and solves glyphosate antagonism**

Albaugh are proud to announce the launch of Fortiori, an innovative foliar-applied nutrient product which resolves a significant glyphosate antagonism issue that has affected Brazilian soybean growers for more than 20 years. Albaugh is the first manufacturer of off-patent chemical provider to offer an integrated glyphosate-manganese solution to growers and strategic dealer partners.

Fortiori provides a solution to an issue that has affected 85% of Brazilian growers since the introduction of transgenic soybeans. An innovative new formulation prevents the classic issues caused by combining manganese with glyphosate\*. With Fortiori, there is no physical antagonism in tank, such as sedimentation and nozzle clogging, and there are no biological impacts such as reduced uptake of manganese or reduced weed control.

The formulation technology in Fortiori was developed by Plant Impact UK, an emerging research and development leader with core expertise in developing plant yield technology and chemical formulations, and it signals the start of an exciting new partnership between the companies. "We at Albaugh Brasil are very confident in this partnership with Plant Impact. This joint offer of Fortiori plus our glyphosates is fully in line with our goal in the Brazilian Cerrado, having an exclusive offer to our strategic partners (dealers), delivering excellent quality products, and increasing the profitability of the Brazilian farmer.

The perfect combination to deliver these results is the synergy between our operational excellence and Plant Impact Innovation."

Renato Seraphim, President, Albaugh Brazil

"This is an important milestone for Plant Impact. Fortiori and our new partnership with Albaugh Brazil sees us focus our formulation expertise on creating new, high-quality products that can solve significant issues for Brazilian growers. We are proud to work with Albaugh to bring this solution to the Brazilian Cerrado alongside Preciso, their popular glyphosate product."

Marconi Dias, Commercial and Marketing Director, Plant Impact Brasil

\*[www.bioone.org/doi/abs/10.1614/WS-05-043R.1?journalCode=wees](http://www.bioone.org/doi/abs/10.1614/WS-05-043R.1?journalCode=wees)

Glyphosate interaction with manganese in tank mixtures and its effect on glyphosate absorption and translocation, Mark L Bernards, Kurt D Thelen, Donald Penner, Rajendra B Muthukumaran, John L McCracken