

## A Plant Protectant for Solar Stress



Purshade® forms a protective film that acts as a reflective particle barrier to the harmful effects of solar radiation. When applied to susceptible crops throughout the growing season, Purshade assists in the reduction of sun damage.



# purshade®

ULTRA

### CAUTION

#### KEEP OUT OF REACH OF CHILDREN

**PRECAUCIÓN**—Si usted no entiende la etiqueta, busque a alguien para que se la explique a usted en detalle.

**HAZARD TO HUMANS**—May cause moderate eye irritation. Avoid contact with eyes. Do not inhale mist, dust, or vapor. Avoid exposure to mist. Wash thoroughly with warm soap and water after handling.

**PERSONAL PROTECTIVE EQUIPMENT**—All warnings from all products must be adhered to when tank-mixing Purshade with other products. As with all agriculture protection products, EYE PROTECTION is required to diminish the risk of injury. A DUST/MIST FILTERING RESPIRATOR is recommended in the event of possible exposure to mist during application.

**FIRST AID**—**Eye exposure:** Flush thoroughly with water for at least 15 minutes. **Skin exposure:** Wash with mild soap and water. **Inhalation:** Remove to fresh air. **Ingestion:** No adverse effect is expected. If ingested seek medical advice.

**STORAGE AND DISPOSAL**—Store in original containers only, in a dry environment. Do not store in direct sun. Keep container closed when not in use. Avoid storing in freezing temperatures and temperatures above 110°F (43°C). Product must be disposed of in accordance with applicable federal, state, and local laws. Dispose/recycle empty container in accordance with applicable federal, state, and local laws.

### SHAKE WELL BEFORE USING

#### NONPLANT FOOD INGREDIENT

Contains: 62.5% calcium carbonate by weight, 37.5% inert ingredients by weight



Product of U.S.A.  
Manufactured for Tessenderlo Kerley, Inc.  
2255 N. 44th Street, Suite 300, Phoenix, AZ 86008 USA  
1-800-525-2803 | [www.novasource.com](http://www.novasource.com)

**WARRANTY AND LIMITATION OF DAMAGES**—Tessenderlo Kerley, Inc. warrants only that this product conforms to the product description on the label. Except as warranted by this label, Tessenderlo Kerley, Inc. makes no representation or warranty or guarantee, whether expressed or implied, of fitness for a particular purpose of merchantability, or of product performance. Tessenderlo Kerley, Inc. does not authorize any agent or representative to make any such representation, warranty or guarantee. To the extent consistent with applicable law, Tessenderlo Kerley, Inc.'s maximum liability for breach of its warranty or for use of this product, regardless of the form of action, shall be limited to the purchase price of this product. To the extent consistent with applicable law, buyer and user acknowledge and assume all risks and disposal liability resulting from handling, storage, use and disposal of this product. If buyer does not agree with or accept these warranty and liability limitations, buyer may return the unopened container to the place of purchase for full refund. Buyer's use of this product shall constitute conclusive evidence of buyer's acknowledgement and acceptance of the foregoing limitations. Some states do not allow the exclusion of implied warranties or the limitation of certain damages, so the above may not apply. The purchase, delivery, acceptance and use of this product by the buyer are subject to the terms and conditions of seller's sales invoice for this product.

**TANK MIX WITH WATER. DO NOT SPRAY TO RUNOFF.  
APPLY WITH SUFFICIENT PRESSURE TO ACHIEVE UNIFORM COVERAGE.**

**READ AND UNDERSTAND THE FOLLOWING BEFORE USING THIS PRODUCT**

**General Information** – Purshade assists in the reduction of damage on produce and plants caused by solar radiation. When applied to plants, Purshade forms a dry, semi-opaque film that acts as a barrier to harmful sunlight. Purshade should be diluted in sufficient water to cover and adhere to all surfaces of the target plant without causing runoff. Wait until dry before reapplying Purshade. The use of overhead irrigation will diminish the performance of Purshade.

**Compatibility** – A JAR COMPATIBILITY TEST SHOULD BE DONE BEFORE TANK MIXTURE APPLICATIONS ARE CONDUCTED. If tank mixtures are used, adhere to restrictions regarding rates, label recommendations, and precautions on all labels. Do NOT combine Purshade in the spray tank with pesticides, surfactants, products that are not tolerant to high-pH solutions, or fertilizers (including phosphate fertilizers) unless your prior use has shown the combination to be physically compatible, effective, and noninjurious under your conditions of use. Physical incompatibility may reduce the protection Purshade is able to provide. Before using any tank mix (fungicides, insecticides, adjuvants, or additives), test the combination on a small portion of the crop to be treated to ensure that a phytotoxic response will not occur as a result of application.

NOT RECOMMENDED for use with, or prior to, summer oil applications, or other products that may interfere with post-harvest removal.

**Compatibility with Adjuvants** – Purshade is compatible with most adjuvants, such as non-ionic, methylated seed oil (MSO), and sticker spreader-type surfactants. When using a spreader and/or stickers with Purshade, a post-spray removal test should be performed BEFORE spraying the fruiting structure of the crop.

**Mixing** – MAINTAIN A CONSTANT AGITATION THROUGHOUT MIXING AND APPLICATION. When using a non-agitating sprayer tank, such as handheld and backpack sprayers, shake the tank on a regular basis to keep the material in suspension.

**Application Instructions** – The rate recommendations on the Purshade label reflect the amount of product that should be applied uniformly over an acre (hectare) of ground on a broadcast basis. Initial applications should be made at the highest recommended rates. To optimize solar protection under conditions favoring high solar stress, use the high rates and the shortest application intervals. Apply Purshade in sufficient water to obtain adequate coverage of foliage and fruiting structures. Application water volumes vary with crop, method of application, and amount of plant growth. If applying Purshade with a ground sprayer, water volumes typically range from 25–150 gallons/acre (250–1,500 liters/hectare). Water volumes for aerial application typically range from 5–20 gallons/acre (50–200 liters/hectare). NEVER SPRAY TO THE POINT OF RUNOFF, as resulting coverage will be poor. To provide maximum protection, applications should be made PRIOR to conditions of high solar stress. Aerial applications can be made for those crops or conditions that do not permit application using ground equipment. Do NOT apply by chemigation.

**Post-Harvest Removal** – Generally, Purshade can be removed by hand or on a commercial packing line that includes a water-filled dump tank or spray bar (water pH adjusted to 5–6) followed by a brush section for mechanical removal.

CROP(S)	RATE OF PURSHADE	APPLICATION GUIDELINES
<b>Trees (Fruit &amp; Nuts)</b> Including, but not limited to, almonds, apples, avocados, cherries, citrus, mangoes, pears, pistachios, plums, pomegranates, and walnuts.	2–3 gal./acre (20–30 l/ha)	Always apply first application 3–10 days prior to a solar-stress event for optimum performance. In sensitive crops, such as pome fruits, always ensure that applications are made prior to fruit size reaching 3/4 inch (19 mm). Subsequent applications should be made every 14–28 days as needed. In nut crops, always ensure that early developmental stages are treated. For crops that must be washed, always consult your fieldman for program recommendations.
<b>Vegetables &amp; Cotton</b> Including, but not limited to, cotton, eggplant, garlic, melons, peppers, and tomatoes.	1–2 gal./acre (10–20 l/ha)	First application should be made at or just after full bloom. Repeat applications should be made every 14–28 days or immediately after first harvest, or as needed. Inspection of fruit should be made following any heavy rain event to determine if reapplication is necessary. Avoid using a sticker on produce that will be fresh packed.
<b>Vines, Berries, &amp; Small Trees</b> Including, but not limited to, blueberries, figs, raspberries, and wine grapes.	1–3 gal./acre (10–30 l/ha)	Apply prior to sensitive periods in berries and small trees. In wine grapes apply when berries reach 0.25 inch (6 mm) in diameter (pea-size); apply a second application at veraison. If needed, apply a third application 21–28 days later. Not recommended for table grapes unless being used for cooling. For cooling plants, apply one application prior to or at fruit set.
<b>Pineapples</b>	1–2 gal./acre (10–20 l/ha)	Apply every 4–6 weeks, or as needed.
<b>Bananas</b>	3%–5% solution	Apply every 4–6 weeks, or as needed.
<b>Cereals &amp; Grains</b> Including, but not limited to, barley, corn, oats, rice, and wheat.	1 gal./acre (10 l/ha)	To minimize damage during stressful periods, apply product at or near flag leaf in grains and rice. In corn crops, applications should be made during or following tassling. One application may be sufficient, but apply subsequent applications if needed.
<b>Transplant Protection</b> Including, but not limited to, celery, melons, peppers, and tomatoes.	0.25–1 gal./acre (3–10 l/ha)	To protect transplanted crops from solar stress, always apply product prior to, or immediately following, transplanting. For optimum performance apply every 7–14 days, or as needed to protect plants. The use of an adjuvant is recommended; test for compatibility prior to use.
<b>Nursery &amp; Ornamentals</b> Including, but not limited to, Japanese red maples, shrubs, and topiaris.	0.5–2 gal./acre (5–20 l/ha)	Always apply first application 3–10 days prior to a solar-stress event for optimum protection. Subsequent applications should be made every 21–28 days, or as needed. Sensitive crops being moved out of protected environments (e.g., greenhouses) should be treated prior to, or immediately following, being moved to the field.
<b>Soil Applications</b>	1–5 gal./acre (10–50 l/ha)	To lower soil surface temperatures, apply product every 28–42 days, or as needed. Monitoring of soil should be conducted to maintain plant performance.
LEGEND: gal./acre = gallons per acre    l/ha = liters per hectare		

