



November 2015

Introduction

The proprietary formula of Avenue™ South Broadleaf Herbicide for Turfgrass combines the proven control of multiple active ingredients to deliver exceptional speed and efficacy in sensitive southern grasses. Avenue South offers outstanding safety on common and improved St. Augustinegrasses, including Floratam and Bitterblue, while offering economical control of clover, dollarweed, doveweed, spurge, and Virginia buttonweed, plus more than 90 listed broadleaf weeds.

LABELED WEEDS

- Clover
- Dollarweed
- Spurge
- Dandelion
- Doveweed
- Virginia buttonweed
- Yellow Nutsedge (suppression)
- More than 90 listed weeds

USE SITES

- Residential sites
- Ornamental turf sites
- Commercial areas
- Recreation areas
- Sod farms
- Roadsides
- Golf courses (fairways and roughs)
- Non-cropland sites

Turf Species and Broadcast Rates

St. Augustinegrass on Sod Farms and Ornamental Lawns and Turfgrass.

Species	Amount of Product	Spray Volume
St. Augustinegrass (improved varieties including 'Floratam' and 'Bitterblue')	Sensitive or Susceptible Weeds 3.1 to 3.5 pints/acre (1.1 to 1.3 fl.oz./1000 sq.ft.) Hard-to-Control Weeds 3.5 to 5.0 pints/acre (1.3 to 1.8 fl.oz./1000 sq.ft.)	40 to 175 gallons/acre (1 to 4 gallons/1000 sq.ft.)
St. Augustinegrass (common varieties)	Sensitive or Susceptible Weeds 3.5 to 4.0 pints/acre (1.3 to 1.5 fl.oz./1000 sq.ft.) Hard-to-Control Weeds 4.0 to 5.0 pints/acre (1.5 to 1.8 fl.oz./1000 sq.ft.)	40 to 175 gallons/acre (1 to 4 gallons/1000 sq.ft.)

Warm-Season Turfgrasses (except St. Augustinegrass) on Sod Farms and Ornamental Lawns and Turfgrass.

Species	Amount of Product	Spray Volume
Hybrid bermudagrass Zoysiagrass Buffalograss Centipedegrass Seashore paspalum Kikuyugrass	3.5 to 4.5 pints/acre (1.3 to 1.7 fl.oz./1000 sq.ft.)	10 to 175 gallons/acre (0.25 to 4 gallons/1000 sq.ft.)
Common bermudagrass	4.0 to 5.0 pints/acre (1.5 to 1.8 fl.oz./1000 sq.ft.)	10 to 175 gallons/acre (0.25 to 4 gallons/1000 sq.ft.)

Cool-Season Turfgrasses on Sod Farms and Ornamental Lawns and Turfgrass.

Species	Amount of Product	Spray Volume
Kentucky bluegrass, Annual bluegrass	4.0 to 6.0 pints/acre (1.5 to 2.2 fl.oz./1000 sq.ft.)	10 to 175 gallons/acre (0.25 to 4 gallons per 1000 sq.ft.)
Perennial ryegrass, Annual ryegrass, tall fescue, Red or fine leaf fescues	2.7 to 5.0 pints/acre (1.0 to 1.8 fl.oz./1000 sq.ft.)	10 to 175 gallons/acre (0.25 to 4 gallons per 1000 sq.ft.)

General Information

FORMULATION

Avenue South is a water-based, soluble liquid formulation of active ingredients Penoxsulam, Sulfentrazone, Dicamba, and 2,4-D.

ACTIVE INGREDIENTS

- Penoxsulam (triazolopyrimidine – acetolactate synthase [ALS] inhibitor)
- Sulfentrazone (aryl triazinone – PPO cell membrane disrupter)
- 2,4-D (phenoxy – growth regulator)
- Dicamba (benzoic acids – growth regulator)

BEHAVIOR ON PLANT

Readily absorbed by roots, shoots, and foliage, and rapidly translocates throughout the plant.

CONTROL SYMPTOMOLOGY

Broadleaf weeds exhibit leaf and stem curl or twisting, yellowing, and chlorosis. Visible response within a few days of application; Weed death between 14-28 days.

TURF SAFETY

Do not apply Avenue South to improved varieties of St. Augustinegrass at rates above 3.5 pints/acre unless temporary turf injury can be tolerated. Do not apply Avenue South above 2.7 pints/acre on fescue or ryegrass varieties unless temporary turf injury can be tolerated.

RAINFAST

Rainfast in as little as 4 hours

RESEEDING INTERVAL

Reseed in 4 weeks

WSSA GROUP

2, 4, 14

SIGNAL WORD

Caution



TEMPERATURE RESTRICTIONS

- Applications made when ambient temperatures are above 90°F (85°F for St. Augustinegrass) may cause undesirable turf injury. Do not apply at these temperatures unless temporary turf injury can be tolerated.
- Do not broadcast apply Avenue South to St. Augustinegrass when ambient temperatures are below 50°F.
- Do not spot spray Avenue South to St. Augustinegrass if temperatures are expected to drop below 40°F within 10 days of application.
- Do not apply Avenue South to St. Augustinegrass during the fall to winter transition.

ADJUVANTS AND SPRAY ADDITIVES

Adjuvants combined with Avenue South can damage the leaf tissue of turfgrass, causing discoloration. Do not use adjuvants and spray additive tank-mix combinations unless your experience indicates that the tank mixture will not result in turf injury.

TANK-MIXING

- Avenue South can be tank-mixed with commonly used products; Jar test to determine compatibility.
- Tank mixing with metasulfuron-methyl may increase the spectrum of weeds controlled when treating St. Augustinegrass, hybrid and common Bermudagrass, zoysiagrass, buffalograss, and centipede grass. Suggested metasulfuron-methyl rate is 0.009 lb. A.I. to 0.019 lb. A.I. per acre or 0.25 to 0.50 oz. per acre of 60% WDG metsulfuron.

KEYS TO SUCCESS

- Weeds should be actively growing with adequate soil moisture at the time of application.
- Weed control is more active in warm weather conditions and warm (>60 F) soil conditions. Avoid applications in cold weather.
- For mature and/or tough to control weeds, apply at the upper spectrum of the rate scale. A sequential application may be required for complete control

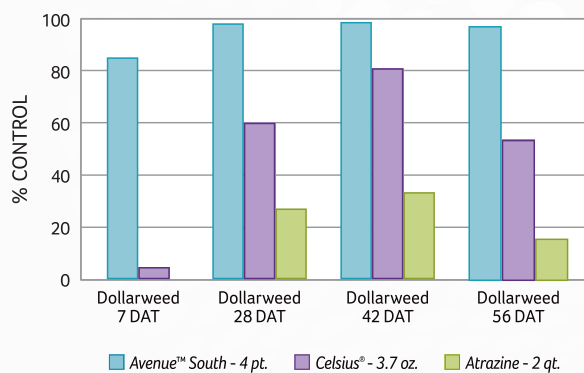
Performance Data

Studies show Avenue™ South provides rapid control of more than 90 broadleaf weeds in sensitive southern grasses.

Dollarweed (*Hydrocotyle* spp.)

Weed Systems

Application Date: March 17, 2015

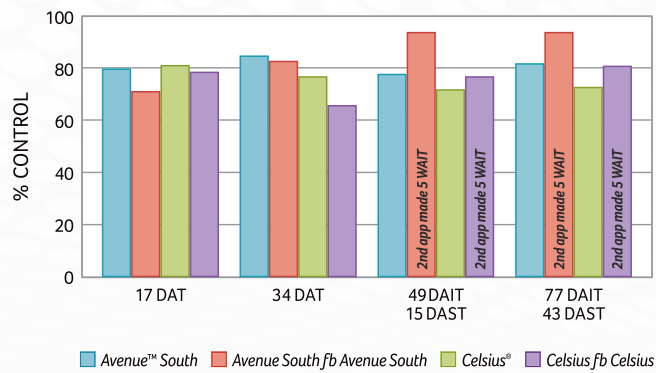


DAT: Days After Treatment

Virginia Buttonweed (*Diodia virginiana*)

North Carolina State University

Application Date: May 26, 2015 fb June 29, 2015

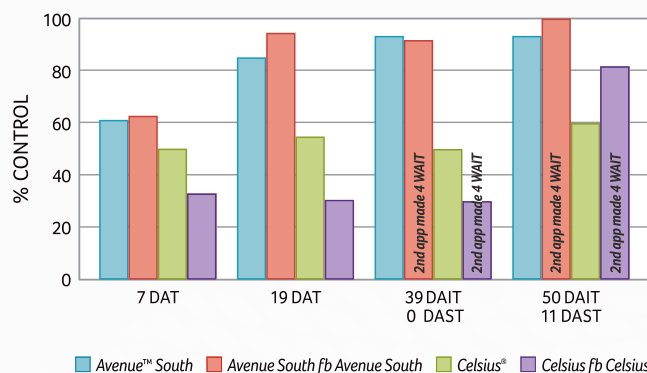


DAT: Days After Treatment DAIT: Days After Initial Treatment DAST: Days After Second Treatment
fb: followed by WAIT: Weeks After Initial Treatment

Doveweed (*Murdannia nudiflora*)

Clemson University

Application Date: August 20, 2015

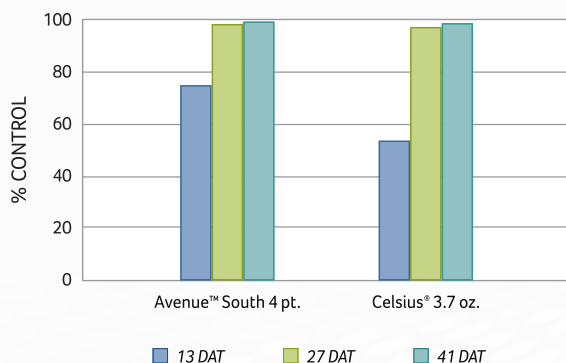


DAT: Days After Treatment DAIT: Days After Initial Treatment DAST: Days After Second Treatment
fb: followed by WAIT: Weeks After Initial Treatment

White Clover (*Trifolium repens*)

University of Georgia

Application Date: June 5, 2015



DAT: Days After Treatment



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