

# Aza-Direct®

**Botanical Insecticide**

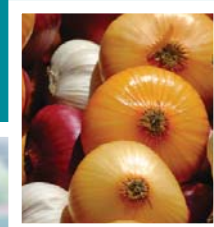
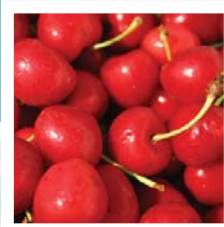
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 FOR ORGANIC PRODUCTION



## Technical Bulletin



**Gowan**  
*The Go To Company*

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Always read and follow label directions.

**Aza-Direct Botanical Insecticide** is a broad-spectrum insect growth regulator, anti-feedant, repellent, and reproductive inhibitor for use in organic, soft and conventional agricultural systems.

The active ingredient in Aza-Direct is azadirachtin, a complex chemical compound, which is extracted from seeds of the neem tree.

Aza-Direct is not a neem oil product. Neem oil is the by-product remaining after an azadirachtin extraction process. While neem oil does have some fungicidal and limited insecticidal activity, research has shown that azadirachtin is the most potent insect growth regulator among natural pesticides.

The superior and patented extraction process makes Aza-Direct one of the purest azadirachtin products on the market.

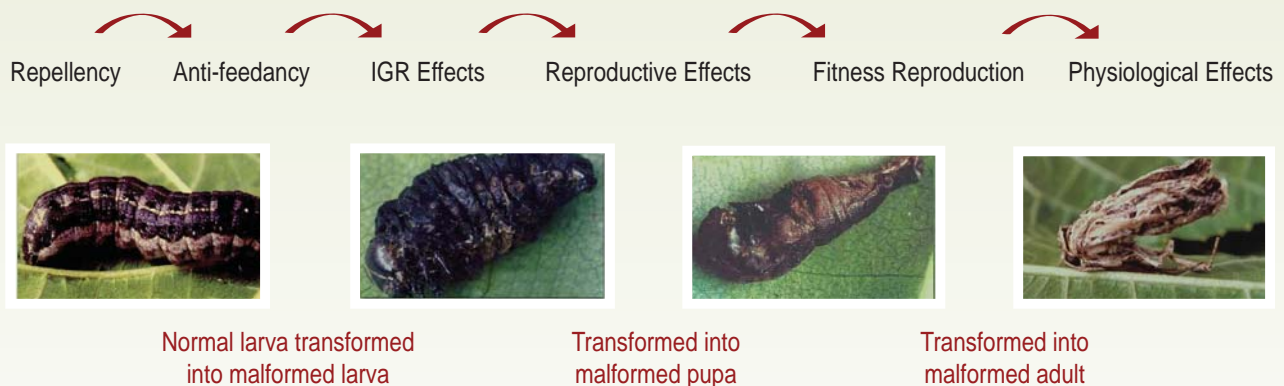
## Features & Benefits

- Can be used on any food or non-food crop in a variety of sites
- Broad spectrum activity on a wide range of pests including aphids, borers, true bugs, caterpillars, psyllids and thrips
- Provides exceptional safety to beneficial predators and parasitoids
- Zero day pre-harvest interval
- Four hour re-entry interval
- Reduced risk pesticide
- Excellent resistance management tool in an IPM program - no documented resistance

## Modes of Action

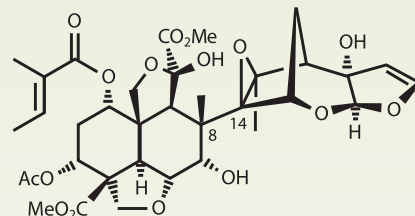
Aza-Direct's primary mode of action is through insect growth regulation (IGR). Insects must attempt a natural growth process for the IGR effects to cause mortality. This can lead to a longer period of time between application and death; however the repellency and anti-feedant mode of actions begin soon after application, reducing the damaging effects caused by target insect pests.

## Primary & Consistent Modes of Action



## Aza-Direct Attributes

- Caution signal word
- Tank mix flexibility
- Superior sticking and spreading
- Adsorption into plant for locally systemic/translaminar activity
- Controls chewing and sucking pests
- Low odor formulation



## Application Information

- Make initial application when pests are first observed and infestations are low
- Target pests during immature stages of growth
- Continue making applications at 7 to 14 day intervals
- Use short application intervals under high pest pressure conditions
- Thorough plant coverage is essential for maximum performance
- Make applications when Ultraviolet (UV) light and heat units are low, preferably during early morning hours
- Apply as a broadcast treatment or use the “refuge row spraying” technique
- Utilize oil adjuvants, surfactants and soaps under high pest pressure conditions and when warranted

## Best Practices

- Always shake the container before use
- Store Aza-Direct in a cool/dry place away from sunlight
- Completely spray the tank after mixing
- Buffer the spray solution to neutral or slightly below
- Check compatibility when mixing with other chemicals

## Accreditations

***Aza-Direct’s technical is an accredited organic crop input and is approved for use in organic crop production.***

***Aza-Direct has received the following organic accreditations:***

- ***OMRI-USA***
- ***USDA-NOP***
- ***WSDA Organic Food Program***

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## Aza-Direct – Technical

Azadirachtin, the active ingredient in Aza-Direct, is produced through a patented process which yields higher concentrations of active chemicals. This process enhances the stability of Aza-Direct and creates more bioactivity with lower formula concentrations.

## Manufactured with the Environment in Mind

There is no or minimal risk to beneficial insects such as honey bees, earthworms, soil microbes, ladybird beetles, lace wings, syrphids and parasitic wasps. In fact, Aza-Direct works in combination with beneficial insect populations to manage target pests.



Parasitic Wasp



Earth Worms



Lace Wings



Ladybird beetle

## Crops

Herbs and Spices	Stone Fruits
Legume Vegetables	Tree and Nut Crops
Cole Crops	Tropical Fruits
Pome Fruits	Christmas Trees
Root and Tuber Vegetables	Uncultivated Areas

Consult the Aza-Direct label for a complete list of uses and pests controlled

**Aza-Direct**<sup>®</sup>  
Botanical Insecticide

**OMRI**  
Listed  
Listed by the Organic Materials Review Institute (OMRI) for use in organic production.

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For more information, contact your local Gowan Representative:  
(800) 883-1844 • [www.gowanco.com](http://www.gowanco.com)  
370 S. Main Street • Yuma, Arizona 85364

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