



U.S. ENVIRONMENTAL PROTECTION AGENCY
Office of Pesticide Programs
Registration Division (7505C)
401 "M" St., S.W.
Washington, D.C. 20460

EPA Reg. Number:
264-543

Date of Issuance:
JAN 25 1991

Term of Issuance:
Conditional

Name of Pesticide Product:
Florel brand G/R
Plant Growth
Regulator

NOTICE OF PESTICIDE:
 X Registration
 Reregistration

(under FIFRA, as amended)

Name and Address of Registrant (include ZIP Code):
Rhône-Poulenc AG Company
P.O. Box 12014, 2 T.W. Alexander Drive
Research Triangle Park, NC 27709

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered/reregistered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is conditionally registered in accordance with FIFRA sec. 3(c)(7)(A) provided that you:

1. Submit and/or cite all data required for registration/reregistration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for reregistration of your product under FIFRA section 4.

2. Make the following label changes listed below before you release the product for shipment:

- a. Add the phrase, "EPA Reg. No. 264-543".
- b. In the environmental hazards section delete "crops" and replace with a term such as "plants". The term crops could make the label subject to Worker Protection Standards (WPS).

Signature of Approving Official:

(S)

Date:

1991 01 25

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c. In the Fruit Elimination section specify "...eliminate undesirable fruit from ornamental trees and shrubs...".

3. Submit one (1) copy of your final printed labeling before you release the product for shipment. Refer to the A-79 enclosure for a further description of final printed labeling.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6(e). Your release for shipment of the product constitutes acceptance of these conditions.

A stamped copy of the label is enclosed for your records.

Cynthia Giles-Parker
Product Manager (22)
Fungicide-Herbicide Branch
Registration Division (7505C)

Enclosure

Jacket 386

FLOREL® brand G/R PLANT GROWTH REGULATOR

For use only on plants grown for aesthetic purposes or climatic modification and being grown at home or in ornamental gardens or parks, or on golf courses or lawns and grounds

For Use on Ornamentals for Removal of Nuisance Fruit From Trees and Shrubs, For Earlier Ripening of Home Garden Tomatoes, For the Removal of Dwarf Mistletoe Shoots in Ornamental Conifers, and for the Removal of Leafy Mistletoe Shoots in Ornamental Deciduous Trees.

ACTIVE INGREDIENTS: Ethephon, [(2-chloroethyl) phosphonic acid]* 3.9%
INERT INGREDIENTS: 96.1%

*This product contains 0.33 lbs. ethephon per gallon

EPA Reg. No. 264-543

EPA Est. No. 264-PA-01

KEEP OUT OF REACH OF CHILDREN CAUTION

For **MEDICAL** and **TRANSPORTATION EMERGENCY** information **ONLY** Call 24 Hours A Day 1-800-334-7577

For **PRODUCT USE** information Call 1-800-334-9745

STATEMENT OF PRACTICAL TREATMENT

IF IN OF EYES: Immediately flush eyes with plenty of water. Get medical attention if irritation persists.

IF ON SKIN: Immediately wash with plenty of soap and water. Get medical attention.

NOTE TO PHYSICIAN

FLOREL® brand G/R Plant Growth Regulator possesses characteristics of a strong acid. Probable mucosal damage may contraindicate the use of gastric lavage. Measures against circulatory shock, respiratory depression and convulsion may be needed.

PRECAUTIONARY STATEMENTS

CAUTION

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

Harmful if absorbed through skin. Causes moderate eye irritation. Avoid contact with skin, eyes or clothing. Wash thoroughly with soap and water after handling. Remove and wash contaminated clothing before reuse.

User Safety Recommendations

Users should wash hands before eating, drinking, chewing gum, using tobacco or using the toilet.

ENVIRONMENTAL HAZARDS

Do not apply FLOREL® brand G/R Plant Growth Regulator through any type of irrigation system.

Avoid spray drift to nearby crops as this product may cause temporary modifications in plant growth.

Do not contaminate water used for irrigation or domestic purposes.

Do not apply directly to water, or to areas where surface water is present or to intertidal areas below the mean high water mark. Do not contaminate water when disposing of equipment washwaters.

Prolonged exposure to sprays deposits can damage acrylic plastics, certain paints, and metals. Remove automobiles and other vehicles from the treatment area prior to application to prevent spray deposits from falling on vehicles and potentially damaging finishes. Rinse acrylic plastic materials and painted surfaces exposed to inadvertent spray deposits using soap and water within an hour after exposure.

GENERAL INFORMATION

Apply FLOREL® brand G/R Plant Growth Regulator spray solution within 4 hours after mixing. Mix only the amount of spray you plan to use immediately. DO NOT save unused diluted spray solutions as they will not be as effective as fresh solutions.

Temporary growth inhibition resulting from shortened internodes may be observed.

BEST AVAILABLE COPY

HOME GARDEN TOMATO RIPENING

FLOREL® brand Ornamental Plant Growth Regulator can be used as an overall, foliar spray to concentrate and accelerate tomato ripening. Applied at the end of the growing season, FLOREL® will hasten ripening of mature green tomatoes and allow harvesting of fruit before frost.

UNDESIRABLE FRUIT ELIMINATION

A foliar spray of FLOREL® will reduce or eliminate undesirable fruit development on many ornamental trees and shrubs such as: Apple, Carob, Cottonwood, Crabapple, Elm, Flowering pear, Horsechestnut, (Buckeye), Maple, Oak Olive, Pine, Sour Orange, Sweetgum, and Sycamore.

MISTLETOE SHOOT REMOVAL

A foliar spray of FLOREL® will cause the abscission of Dwarf Mistletoe shoots in ornamental conifers and Leafy Mistletoe shoots in ornamental deciduous trees.

DIRECTIONS FOR USE

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling.
Read entire label before using this product.

Do not apply this product in a way that will contact workers or other persons, either directly or through drift.

STORAGE AND DISPOSAL

STORAGE

Do not contaminate water, food, or feed by storage or disposal.

PESTICIDE DISPOSAL

Wastes resulting from the use of this product may be disposed of on site or at an approved waste disposal facility.

CONTAINER DISPOSAL

Triple rinse (or equivalent). Then offer for recycling or reconditioning, or puncture and dispose of in a sanitary landfill, or incineration or if allowed by state and local authorities, by open burning. If container is burned, stay out of smoke.

HOME GARDEN TOMATO PRODUCTION USE

FLOREL® brand G/R Plant Growth Regulator can be used as an overall, foliar spray to concentrate and accelerate tomato ripening. Apply FLOREL® at the end of the growing season to hasten ripening of mature green tomatoes and allow harvesting of fruit before frost. FLOREL® spray will be most effective on healthy plants. Harvest fruit at proper maturity, generally 14 to 21 days after treatment. Some defoliation or yellowing of foliage following treatment will be observed.

Do not harvest tomatoes for processing treated with FLOREL® brand G/R Plant Growth Regulator sooner than 14 days after the last application.

AMOUNTS TO USE

When treating several plants mix 1 teaspoon of FLOREL® in 3 ounces (6 tablespoons) of water. When treating a larger number of plants mix 1 1.75 ounces of FLOREL® in 1 quart of water. Apply with a clean hand sprayer. Thoroughly wet all leaves and fruit.

FRUIT ELIMINATION

A foliar spray of FLOREL® will reduce or eliminate undesirable fruit ornamental trees and shrubs such as: Apple, Crabapple, Carob, Cottonwood, Elm, Flowering pear, Horsechestnut (Buckeye), Maple, Oak, Olive, Pine, Sour Orange, Sweetgum, and Sycamore. Applications must be made before fruit set for best results.

When applied to plants, FLOREL® readily enters the plant and breaks down to ethylene, a naturally occurring plant hormone. Ethylene production within the plant is stimulated by stress. For this reason it is important that plants being treated are not under stress from drought, high temperature, disease or other environmental stress conditions. Treating stressed plants can cause severe injury to the plant such as defoliation or leaf scorching. Injury from FLOREL® usually does not kill the plant, but can render it unsightly.

Applications should be made at the flower bud to full bloom stage, prior to fruit set in spray volumes sufficient to wet, but not to runoff. Failure to wet bud/blooms thoroughly will cause incomplete fruit elimination. Spraying too much (until runoff) may cause some defoliation or other plant injury. Sprays applied too early or too late will be less effective and result in incomplete fruit elimination. The activity of FLOREL® is linked to plant growth activity and is therefore slower acting when temperatures are low (60F) or very high (95F). Trees or shrubs should not be under stress when treated such as from drought, insect or diseases.

For most species Mix 3/4 to 1 quart of FLOREL® in 10 gallons of water (750 to 1,000 ppm) and apply to thoroughly wet buds and blooms but not to runoff. Amount of spray used will depend on tree size. Use the higher rate when temperatures are cool. Fruit elimination may not be satisfactory on small, red fruited varieties of crabapples. Some temporary leaf yellowing and leaf drop of older leaves may occur after treatment.

For sensitive species such as Carob: Mix 1/2 quart FLOREL® in 10 gallons of water (500 ppm) and apply to thoroughly wet buds and blooms but not to runoff. Amount of spray used will depend on tree size. Some temporary leaf yellowing and drop of older leaves may occur after treatment.

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FLOREL® has not been tested on all varieties of trees or shrubs which may have undesirable fruit. If it is necessary to treat plant species not listed above, treat only a small portion of the plant using the lower rate of application to determine the effectiveness of the product and to evaluate plant injury.

NOTE: These recommendations are not intended to be used in commercial fruit production as a thinning agent.

DWARF MISTLETOE REMOVAL:

Use FLOREL® brand G/R Plant Growth Regulator as a foliar spray on ornamental conifers for removal of dwarf mistletoe shoots and seeds. Applications made in conjunction with silvicultural mistletoe management will prevent spread of the mistletoe parasite to other parts of the tree and to other trees. Mix 1 quart of FLOREL® in 4 gallons of water (2700 ppm) and spray to "wet". When treating mistletoe in Douglas Fir, mix 1 pint of FLOREL® in 4 gallons of water (1350 ppm). Application of higher rates on Douglas Fir may result in excessive needle drop. Use of non ionic surfactant at recommended rates may increase effectiveness. Treat any mistletoe regrowth before seed dispersal occurs. Mature needle drop, that normally occurs in the fall, may be hastened by the use of FLOREL®.

LEAFY MISTLETOE REMOVAL:

Use FLOREL® brand Plant Regulator as a foliar spray on ornamental deciduous trees for removal of leafy mistletoe shoots and seeds. Make applications after fall leaf drop through midwinter. Mix 2 quarts of FLOREL® in 4 gallons of water (5400 ppm). For effective removal all mistletoe shoots must be sprayed to "wet". Use of a non ionic surfactant at recommended rates may increase effectiveness. Large mistletoe infections and mistletoe found in mesquite may be difficult to control with a single application and retreatment may be necessary. Should regrowth of mistletoe occur retreat prior to mistletoe seed dispersal during the labeled application window.

HOME SPRAY GUIDE

FLOREL® brand G/R Plant Growth Regulator
Read Detailed Instructions in This Pamphlet First

APPLICATION	FLOREL®	Amount to Use	WATER
Tomato Ripening Fall Season	1.75 oz (1 teaspoon)		1 quart 3 oz
Fruit Elimination Carob Other Species	1.5 oz. 2.5 to 3.0 oz		1 gal. 1 gal
Mistletoe Removal Dwarf Mistletoe Leafy Mistletoe	8 oz 16 oz		1 gal. 1 gal

Note: 1.0 fluid ounce = 2 tablespoons = 6 teaspoons

ACCEPTED
with COMMENTS
in EPA Letter D-2001

Under the Federal Insecticide
Fungicide and Rodenticide Act
this pesticide is registered for the pesticide
EPA Reg. No.
264-543

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LIMITED WARRANTY AND DISCLAIMER

The manufacturer warrants (a) that this product conforms to the chemical description on the label; (b) that this product is reasonably fit for the purposes set forth in the directions for use when it is used in accordance with such directions; and (c) that the directions, warnings and other statements on this label are based upon responsible experts' evaluation of reasonable tests of effectiveness, of toxicity to laboratory animals and to plants, and of residues on food crops and upon reports of field experience. Tests have not been made on all varieties or in all states or under all conditions. THE MANUFACTURER NEITHER MAKES NOR INTENDS, NOR DOES IT AUTHORIZE ANY AGENT OR REPRESENTATIVE TO MAKE, ANY OTHER WARRANTIES, EXPRESS OR IMPLIED, AND IT EXPRESSLY EXCLUDES AND DISCLAIMS ALL IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

THIS WARRANTY DOES NOT EXTEND TO, AND THE BUYER SHALL BE SOLELY RESPONSIBLE FOR, ANY AND ALL LOSS OR DAMAGE WHICH RESULTS FROM THE USE OF THIS PRODUCT IN ANY MANNER WHICH IS INCONSISTENT WITH THE LABEL DIRECTIONS, WARNINGS, OR CAUTIONS.

BUYER'S EXCLUSIVE REMEDY AND MANUFACTURER'S OR SELLER'S EXCLUSIVE LIABILITY FOR ANY AND ALL CLAIMS, LOSSES, DAMAGES OR INJURIES RESULTING FROM THE USE OR HANDLING OF THIS PRODUCT, WHETHER OR NOT BASED IN CONTRACT, NEGLIGENCE, STRICT LIABILITY IN TORT OR OTHERWISE, SHALL BE LIMITED, AT THE MANUFACTURER'S OPTION, TO REPLACEMENT OF, OR THE REPAYMENT OF THE PURCHASE PRICE FOR, THE QUANTITY OF PRODUCT WITH RESPECT TO WHICH DAMAGES ARE CLAIMED. IN NO EVENT SHALL MANUFACTURER OR SELLER BE LIABLE FOR SPECIAL, INDIRECT OR CONSEQUENTIAL DAMAGES RESULTING FROM THE USE OR HANDLING OF THIS PRODUCT.



RHONE-POULENC AG COMPANY
P.O. BOX 12014, 2 T.W. Alexander Drive
Research Triangle Park, N. C. 27709
FLOREL is a trademark of Rhone-Poulenc.
FLOREL® brand Plant Growth Regulator (PENDING) Resubmitted 12/15/93.