



**UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460**

**OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION**

August 10, 2018

Bill Washburn
Registration manager
Helena Agri-Enterprises, LLC
225 Schilling Blvd., Suite 300
Collierville, TN 38017

Subject: Labeling Notification per Pesticide Registration Notice (PRN) 98-10 – Acceptable
Addition of Logos and Minor Revisions
Product Name: Asset PGR
EPA Registration Number: 5905-540
Application Date: 07/13/2018
OPP Decision Number: 542783

Dear Mr. Washburn:

The U.S. Environmental Protection Agency (EPA) is in receipt of your application for notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Biopesticides and Pollution Prevention Division (BPPD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The labeling submitted with this application has been stamped "Notification" and will be placed in our records. You must submit one (1) copy of the final printed labeling with the modifications.

Should you wish to add/retain a reference to your company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) and is subject to review by the EPA. If the website is false or misleading, the product will be considered to be misbranded and sale or distribution of the product is unlawful under FIFRA section 12(a)(1)(E). 40 CFR § 156.10(a)(5) lists examples of statements the EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the EPA find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA-approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance Assurance.

If you have any questions, please contact Alex Horansky of my team by phone at (703) 347-0128 or via email at Horansky.alex@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "For" followed by a stylized signature.

Andrew Bryceland, Team Leader
Biochemical Pesticides Branch
Biopesticides and Pollution
Prevention Division (7511P)
Office of Pesticide Programs

Enclosure

NOTIFICATION

5905-540

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

08/10/2018

ASSET® PGR

PLANT GROWTH REGULATOR FOR USE ON VEGETABLES, FIELD CROPS, TREE CROPS, SMALL FRUITS AND BERRIES, HERBS, ORNAMENTALS, SOD FARMS, TURF, AND SEED TREATMENT APPLICATIONS

ACTIVE INGREDIENTS:

Indole-3-butyric Acid.....0.0135%

OTHER INGREDIENTS:.....99.9865%**TOTAL**.....100.000%

Contains 4.26 mgs of indole-3-butyric acid/fluid ounce.

ASSET Formulation
Technology**KEEP OUT OF REACH OF CHILDREN****CAUTION****FIRST AID****IF IN EYES:**

- Hold eye open and rinse slowly and gently with water for 15-20 minutes.
- Remove contact lenses, if present, after the first 5 minutes, then continue rinsing.
- Call a poison control center or doctor for treatment advice.

IF ON SKIN OR CLOTHING:

- Take off contaminated clothing.
- Rinse skin immediately with plenty of water for 15-20 minutes.
- Call a poison control center or doctor for treatment advice.

IF SWALLOWED:

- Call a poison control center or doctor immediately for treatment advice.
- Do not induce vomiting unless told to by a poison control center or doctor.
- Have person sip a glass of water if able to swallow. ~~Do not give any liquid to a person~~
- Do not give anything by mouth to an unconscious person.

IF INHALED:

- Move person to fresh air.
- If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible.
- Call a poison control center or doctor for further treatment advice.

Have the product container or label with you when calling a poison control center or doctor or going for treatment. In case of emergency, call ChemTrec at 1-800-424-9300.

SEE INSIDE PANEL FOR ADDITIONAL PRECAUTIONARY STATEMENTS

EPA REG. NO. 5905-540

EPA EST. NO. First letters of batch code indicate producing establishment:

5905-GA-001=CG, 5905-AR-001=WA, 5905-IA-001=DI, 5905-CA-001=KC

AD 052417

NET CONTENTS: _____

MANUFACTURED FOR _____HELENA AGRI-Enterprises, LLC

225 SCHILLING BOULEVARD, SUITE 300

COLLIERVILLE, TENNESSEE 38017

(901) 761-0050

 **Seed Treatment** **Plant Growth Regulator**

PRECAUTIONARY STATEMENTS

PERSONAL PROTECTIVE EQUIPMENT (PPE)

Applicators and other handlers must wear: Long-sleeved shirt and long pants, shoes plus socks.

USER SAFETY REQUIREMENT

Follow manufacturer's instructions for cleaning/maintaining PPE. If no such instructions for washables, use detergent and hot water. Keep and wash PPE separately from other laundry.

When handlers use closed systems, enclosed cabs, or aircraft in a manner that meets the requirements listed in the Worker Protection Standard (WPS) for agricultural pesticides [40 CFR 170.240(d) (4-6)], the handler PPE requirements may be reduced or modified as specified in the WPS.

USER SAFETY RECOMMENDATIONS

Wash hands before eating, drinking, chewing gum, using tobacco or using the toilet.

ENVIRONMENTAL HAZARDS

For terrestrial uses:

- 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 washwater or rinsate.

AGRICULTURAL USE REQUIREMENTS

Use this product only in accordance with its labeling and with the Worker Protection Standard, 40 CFR part 170. This Standard contains requirements for the protection of agricultural workers on farms, forests, nurseries, and greenhouses, and handlers of agricultural pesticides. It contains requirements for training, decontamination, notification, and emergency assistance. It also contains specific instructions and exceptions pertaining to the statements on this label about personal protective equipment (PPE) and restricted entry interval (REI). The requirements in this box apply to uses of this product that are covered by the Worker Protection Standard.

Do not enter or allow worker entry into treated areas during the restricted entry interval (REI) of 4 hours unless wearing appropriate PPE. PPE and work clothing required for early entry to treated areas that is permitted under the Worker Protection Standard and that involves contact with anything that has been treated, such as plants, soil or water, is:

Coveralls
Waterproof gloves
Shoes plus socks.

NON-AGRICULTURAL USE REQUIREMENTS

The requirements in this box apply to uses of this product that are NOT within the scope of the Worker Protection Standard for agricultural pesticides (40 CFR Part 170). The WPS applies when this product is used to produce agricultural plants on farms, forests, nurseries, or greenhouses. Keep unprotected persons out of treated areas until sprays have dried.

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Do not apply this product in a way that will contact workers or other persons, either directly or through drift. Only protected handlers may be in the area during application. For any requirements specific to your state or Tribe, consult the agency responsible for pesticide regulations.

GENERAL CHEMIGATION INSTRUCTIONS

Apply this product only through sprinkler including center pivot, lateral move, side (wheel) roll, traveler, big gun, solid set or hand move irrigation systems. Do not apply this product through any other type of irrigation system.

Crop injury, lack of effectiveness, or illegal pesticide residues in the crop can result from non-uniform distribution of treated water.

If you have questions about calibration, you should contact State Extension Service Specialists, equipment manufacturers or other experts.

Do not connect an irrigation system (including greenhouse systems) used for pesticide application to a public water system unless the pesticide label prescribed safety devices for public water systems are in place.

A person knowledgeable of the chemigation system and responsible for its operation, or under supervision of the responsible person, shall shut the system down and make necessary adjustments should the need arise.

CHEMIGATION SYSTEMS CONNECTED TO PUBLIC WATER SYSTEMS

Public water system means a system for the provision to the public of piped water for human consumption, if such system has at least 15 service connections or regularly serves an average of at least 25 individuals daily at least 60 days out of the year.

Chemigation systems connected to public water systems must contain a functional, reduced-pressure zone, backflow preventer (RPZ) or the functional equivalent in the water supply line upstream from the point of pesticide introduction. As an option to the PRZ, the water from the public water system should be discharged into a reservoir tank prior to pesticide introduction. There shall be a complete physical break (air gap) between the outlet and the fill pipe in the top or overflow rim of the reservoir tank of at least twice the inside diameter of the fill pipe.

The pesticide injection pipeline must contain a functional, automatic, quick-closing check valve to prevent the flow of fluid back toward the injection pump.

The pesticide injection pipeline must contain a functional, normally closed, solenoid-operated valve located on the intake side of the injection pump and connected to the system interlock to prevent fluid from being withdrawn from the supply tank when the irrigation system is either automatically or manually shut down.

The system must contain functional interlocking controls to automatically shut off the pesticide injection pump when the pump motor stops, or in cases where there is no water pump, when the water pressure decreases to the point where pesticide distribution is adversely affected.

Systems must use a metering pump, such as a positive displacement injection pump (e.g. diaphragm pump) effectively designed and constructed of materials that are compatible with the pesticides and capable of being fitted with a system interlock.

Do not apply when wind speed favors drift beyond the area intended for treatment.

The pesticide supply tank should be agitated throughout the application of **ASSET® PGR**. **ASSET® PGR** should be applied at the end of the water application.

ASSET® PGR should be applied at the end of the irrigation period in a sufficient amount of water to allow proper coverage of plant or crop but not to exceed 12 fluid ounces of **ASSET® PGR** per acre per application.

SPRINKLER CHEMIGATION

The system must contain a functional check valve, vacuum relief valve, and low pressure drain appropriately located on the irrigation pipeline to prevent water source contamination from backflow.

The pesticide injection pipeline must contain a functional, automatic, quick-closing check valve to prevent the flow of fluid back toward the injection pump.

The pesticide injection pipeline must also contain a functional, normally closed, solenoid-operated valve located on the intake side of the injection pump and connected to the system interlock to prevent fluid from being withdrawn from the supply tank when the irrigation system is either automatically or manually shut down.

The system must contain functional interlocking controls to automatically shut off the pesticide injection pump when the water pump motor stops.

The irrigation line or water pump must include a functional pressure switch which will stop the water pump motor when the water pressure decreases to a point where pesticide distribution is adversely affected.

System must use a metering pump, such as a positive displacement injection pump (e.g. diaphragm pump) effectively designed and constructed of materials that are compatible with pesticides and capable of being fitted with a system interlock.

Do not apply when wind speed favors drift beyond the area intended for treatment.

The pesticide supply tank should agitated throughout the application of **ASSET® PGR**. **ASSET® PGR** should be applied at the end of the water application.

ASSET® PGR should be applied at the end of the irrigation period in a sufficient amount of water to allow proper coverage of plant or crop but not to exceed 11 fluid ounces of **ASSET® PGR** per acre per application.

IMPORTANT: Read the entire Directions For Use and the Warranty And Disclaimer Statement before using this product. If terms are not acceptable, return the unopened product container at once.

GENERAL INFORMATION

ASSET® PGR, containing Asset Formulation Technology, is a plant growth regulator designed for use with pesticides and/or fertilizers.

ASSET® PGR is effective in increasing the rate of growth and development of plant systems.

ASSET® PGR is compatible with liquid fertilizer and anhydrous ammonia.

SPRAY MIX COMPATIBILITY

ASSET® PGR is compatible with a wide range of fertilizer and pesticide products. Good agitation must be maintained for those applications that contain pesticides.

Always check compatibility prior to mixing and apply any pesticide spray mixes as soon as possible. In the event of pesticide mixing problems, the addition of a compatibility agent is recommended.

If this product is to be tank mixed with fertilizers or with other pesticides, compatibility should be tested prior to mixing. To test for compatibility, use a small container and mix a small amount (0.5 to 1 quart) of spray, combining all ingredients in the same ratio as the anticipated use. If any indications of physical incompatibility develop; such as separation, sedimentation, gel formation, etc., do not use this mixture for spraying. Indications of incompatibility usually will appear within 5 to 15 minutes after mixing.

MIXING SEQUENCE

1. Water
2. Fertilizer
3. **ASSET® PGR**
4. Compatibility agent (if needed)
5. Pesticides

APPLICATIONS WITH SOIL APPLIED FERTILIZER

For in-furrow, banded, side-dressed and broadcast applications through conventional equipment, apply **ASSET® PGR** in conjunction with and/or following the application of pesticides and/or fertilizers. Best results are obtained when **ASSET® PGR** is incorporated, injected, or applied in a zone or band in the soil at a minimum depth of two (2) to four (4) inches.

APPLICATIONS WITH DRY GRANULAR FERTILIZERS

ASSET® PGR may be directly impregnated on dry granular fertilizers. Apply sufficient **ASSET® PGR** to provide the recommended label rates per acre when treated fertilizer is applied. Dry granular fertilizers treated with **ASSET® PGR** have an indefinite shelf life.

TRANSPLANT SOLUTIONS

Mix 6-10 fl. oz. with each 100 gallons of transplant solution.

GENERAL DOSAGE RECOMMENDATIONS

Row or Band and Injection Applications: Use **ASSET® PGR** at the rate of five (5) to six (6) fluid ounces per acre.

Broadcast Applications: Use **ASSET® PGR** at the rate of ten (10) to eleven (11) fluid ounces per acre.

RECOMMENDED CROPS

The following is a broad listing of crops on which **ASSET® PGR** is recommended for use. All commodities within an established crop group, as classified under 40 CFR § 180.41, are considered to be appropriate for this product. A brief listing of crops within each grouping is given after the group name as an example of those crops represented. The examples given are not meant to be an exhaustive list of those crops within any grouping, and should not be construed as such.

For application rates for any given crop, use at the general dosage recommendation, unless otherwise indicated.

VEGETABLES:

BRASSICA (COLE) LEAFY VARIETIES: (Broccoli, Brussels Sprouts, Cabbage, Chinese Cabbage, Cauliflower, Chinese Mustard, Collards, Kale, Kohlrabi, Mustard Greens, Rape Greens)

CUCURBITS: (Cantaloupe, Casaba Melons, Cucumbers, Gherkins, Gourds, Honeydew Melons, Mango Melons, Muskmelons, Pumpkins, Summer Squash, Watermelons, Winter Squash)

LEAFY VEGETABLES (EXCEPT BRASSICA): (Celery, Cress, Endive, Fennel, Lettuce, Orach, Spinach, Swiss Chard)

ROOT, TUBER AND BULB VEGETABLES: (Artichokes, Burdock, Carrots, Cassava, Chicory, Garlic, Ginger, Ginseng, Horseradish, Leek, Onion, Parsley, Parsnip, Potato, Radish, Rutabaga, Salsify, Shallot, Sweet Potato, Turnips, Yams)

FRUITING VEGETABLES: (Bell Peppers, Chile Peppers, Cooking Peppers, Eggplant, Ground Cherry, Pepinos, Pimentos, Sweet Peppers, Tomatillo, Tomatoes)

LEGUMES: (Beans including *Lupinus spp.*, *Phaseolus spp.*, and *Vigna spp.*, Broad Beans, Chick Peas, Guar, Jackbean, Lablab Beans, Lentils, Peas, Soybeans.

FIELD CROPS:

CEREAL GRAINS: (Barley, Buckwheat, Corn, Millet, Oats, Popcorn, Rice, Rye, Sorghum(milo), Wheat, Wild Rice)

WHEAT: Winter Wheat – Apply 6 fluid ounces prior to or at planting followed by 6-11 fluid ounces applied pre-greenup and up to Feekes growth stage 5.

Spring Wheat – Apply 6-11 fluid ounces prior to or at planting. If needed, apply an additional 6-11 fluid ounces at Feekes growth stage 5.

RICE: Apply 6-11 fluid ounces per acre at the 3 leaf to tillering stage of plant growth.

COTTON: Apply 5-6 fluid ounces per acre in the seed furrow at planting or side-dressed shortly after planting.

FORAGE: (Alfalfa, Clovers, Grasses, Timothy, Vetch)

TREE CROPS:

CITRUS: (Calamondin, Grapefruits, Kumquats, Lemons, Limes, Oranges, Tangelos, Tangerines)

NUTS: (Almonds, Beech Nut, Brazil Nut, Butternut, Cashew, Chestnut, Chinquapin, Filberts, Hickory Nut, Macadamia Nut, Pecan, Walnut)

POME FRUIT: (Apple, Crabapple, Mayhaw, Pear, Quince)

STONE FRUIT: (Apricots, Cherries (Sweet and Sour), Nectarines, Peaches, Plums, Prunes)

SMALL FRUITS AND BERRIES:

(Blackberries, Blueberries, Boysenberries, Cranberries, Currants, Dewberries, Elderberries, Gooseberries, Grapes, Huckleberries, Olallieberries, Raspberries, Strawberries, Youngberries)

HERBS**MISCELLANEOUS COMMODITIES (NOT LISTED ELSEWHERE ON THIS LABEL):**

AVACADO HOPS, KIWIFRUIT, GRAPES, BANANAS, FIGS, PEANUTS, PINEAPPLE, MANGO, OKRA, MUSHROOMS, PAPAYA, PERSIMMON.

ORNAMENTALS:

(Flowers, shrubs, trees, deciduous nursery stocks (trees, shrubs, and flowers) and greenhouse crops and other ornamentals): Apply 5-6 fluid ozs. in 100 gallons of water as a drench solution for soil and media, or apply 10 ozs. In 100 gallons of water as a directed spray. The applied spray solution should be incorporated into the root zone by irrigation or rainfall.

SOD FARMS:

Apply 6-11 fluid ounces per acre with fertilizer and irrigate to incorporate into the soil profile. Apply 4-8 times per season.

TURF:

(Greens, Tees, Fairways, and Lawns) Apply 10 ozs. In 100 gallons of water per acre and incorporate into the roots zone by irrigation.

SEED TREATMENT APPLICATION

Use **ASSET® PGR** as a seed treatment that aids in the enhancing germination and early season root development. The application of ¼ to 5.6 fluid ozs. per 100 weight of seed is recommended for the following crops:

| | | |
|----------|-------------|-----------|
| Corn | Cotton | Dry Beans |
| Peanuts | Rice | Sorghum |
| Soybeans | Sugar Beets | Wheat |

ASSET® PGR can be mixed with other seed treatments and carriers to ensure that uniform coverage is obtained.

Hopper Box Application

Partially fill the hopper box with a portion of the seed to be treated. Apply the appropriate amount of **ASSET® PGR** in sufficient water or other carriers directly on the seed surface. Mix with a stick or a paddle until all seeds are coated. Repeat the procedure until hopper box is full. **DO NOT USE TREATED SEED FOR FOOD, FEED OR OIL PURPOSES.**

Treat only those seeds that are needed for immediate use and planting. Do not store excess treated seed beyond the planting time.

Commercial Seed Treatment

Apply **ASSET® PGR** as a slurry, a coating, or during seed priming.

NOTE: This product does not contain dye and is not covered by an appropriate tolerance exemption, or other clearance under the Federal Food, Drug and Cosmetic Act. To comply with 40 CFR 153.155 therefore, all seeds treated commercially with this product must be colored with an EPA-approved dye or colorant of suitable color to prevent accidental use as food for man or feed for animals.

The Federal Seed Act requires that bags containing seed treated with this product shall be labeled with the following information: "This seed has been treated with **ASSET® PGR** (indole-3-butyric acid). Do not use for food, feed or oil purposes."

Potato Seed Pieces

Use 1/3 to ½ fl. oz. of **ASSET® PGR** per 100 lbs. of cut seed pieces. Seed pieces should be treated immediately after cutting and apply the material in sufficient water to ensure that they are covered thoroughly.

STORAGE AND DISPOSAL

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

PESTICIDE STORAGE: Protect from freezing. Store out of direct sunlight.

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:

NONREFILLABLE CONTAINER (EQUAL TO OR LESS THAN 5 GALLONS): Do not reuse or refill this container. Triple rinse container (or equivalent) promptly after emptying.

Triple rinse as follows: *For containers with capacity equal to or less than 5 gallons:* Empty the remaining contents into application equipment or a mix tank and drain for 10 seconds after the flow begins to drip. Add water – at least 2% of the container volume, and up to 1/3 of the volume of water needed to make the proper slurry composition with a maximum of ¼ of the container volume, and recap. Shake for 30 seconds. Pour rinsate into application equipment or a mix tank or store rinsate for later use or disposal. Drain for 10 seconds after the flow begins to drip. Repeat this procedure two more times. If used in application equipment, adjust the slurry volume application rate to account for any added rinsate water.
. Offer for recycling, if available.

NONREFILLABLE CONTAINER (GREATER THAN 5 GALLONS): Do not reuse or refill this container. Triple rinse container (or equivalent) promptly after emptying. Triple rinse as follows:

Empty the remaining contents into application equipment or a mix tank. Add water – at least 2% of the container volume, and up to 1/3 of the volume of water needed to make the proper slurry composition with a maximum of ¼ of the container volume. Replace and tighten closures. Tip container on its side and roll it back and forth, ensuring at least one complete revolution, for 60 seconds. Stand the container on its end and tip it back and forth several times. Turn the container over onto its other end and tip it back and forth several times. Empty the rinsate into application equipment or a mix tank or store rinsate for later use or disposal. Repeat this procedure two more times. If used in application equipment, adjust the slurry volume application rate to account for any added rinsate water.
Offer for recycling, if available.

REFILLABLE CONTAINER: Refill this container with pesticide only. Do not reuse this container for any other purpose. Cleaning the container before final disposal is the responsibility of the person disposing of the container. Cleaning before refilling is the responsibility of the refiller. To clean the container before final disposal, empty the remaining contents from this container into application equipment or mix tank. Fill the container about 10 percent full with water. Agitate vigorously or recirculate water with the pump for 2 minutes. Pour or pump rinsate into application equipment or rinsate collection system. Repeat this rinsing procedure two more times.

[See Container for Batch Code]

WARRANTY AND DISCLAIMER STATEMENT

Read the Conditions of Sale - Warranty and Limitations of Liability and Remedies before using this product. If the terms are not acceptable, return the product, unopened, and the full purchase price will be refunded.

The directions on this label are believed to be reliable and should be followed carefully. Insufficient control of pests and/or injury to the crop to which the product is applied may result from the occurrence of extraordinary or unusual weather conditions or the failure to follow the label directions or good application practices, all of which are beyond the control of Helena Agri-Enterprises, LLC (the "Company") or seller. In addition, failure to follow label directions may cause injury to crops, animals, man or the environment. The Company warrants that this product conforms to the chemical description on the label and is reasonably fit for the purpose referred to in the directions for use subject to the factors noted above which are beyond the control of the Company. The Company makes no other warranties or representations of any kind, express

or implied, concerning the product, including no implied warranty of merchantability or fitness for any particular purpose, and no such warranty shall be implied by law.

The exclusive remedy against the Company for any cause of action relating to the handling or use of this product shall be limited to, at Helena Agri-Enterprises, LLC's election, one of the following:

1. Refund of the purchase price paid by buyer or user for product bought, or
2. Replacement of the product used

To the extent allowed by law, the Company shall not be liable and any and all claims against the Company are waived for special, indirect, incidental, or consequential damages or expense of any nature, including, but not limited to, loss of profits or income. The Company and the seller offer this product and the buyer and user accept it, subject to the foregoing conditions of sale and limitation of warranty, liability and remedies.

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