



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

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

September 28, 2015

Jamie Staley  
U.S. Registration Manager  
Pioneer Hi-Bred International, Inc.  
7100 NW 62<sup>nd</sup> Avenue  
Johnston, IA 50131

Subject: Non-PRIA (Pesticide Registration Improvement Act) Labeling Amendment –To extend the expiration date, update the primary brand name to Optimum<sup>®</sup> AcreMax<sup>®</sup> RW and make other minor label revisions  
Product Name: Optimum<sup>®</sup> AcreMax<sup>®</sup> RW  
EPA Registration Number: 29964-10  
Application Date: June 26, 2015  
OPP Decision Number: 509334

Dear Mr. Staley:

The amended labeling referred to above, submitted in connection with registration under Sec. 3(c)(7)(A) of the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended, is acceptable and the expiration date of the registration has been hereby extended to January 31, 2016.

This approval does not affect any terms or conditions that were previously imposed on this registration. You continue to be subject to existing terms or conditions on your registration and any deadlines connected with it.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling.

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 FIFRA and is subject to review by the U.S. Environmental Protection Agency (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

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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.

Your release for shipment of this product constitutes acceptance of these terms. If these terms are not complied with, this registration will be subject to cancellation in accordance with FIFRA section 6.

If you have any questions, please contact Ann Sibold of my team by phone at (703) 305-6502 or via email at [sibold.ann@epa.gov](mailto:sibold.ann@epa.gov).

Sincerely,

A handwritten signature in black ink, appearing to read 'Alan Reynolds', with a long horizontal flourish extending to the right.

Alan Reynolds, Team Leader  
Microbial Pesticide Branch  
Biopesticides and Pollution  
Prevention Division (7511P)  
Office of Pesticide Programs

Enclosure

**Optimum<sup>®</sup> AcreMax<sup>®</sup> RW**  
(OECD Unique Identifier: DAS-59122-7)

**Active Ingredients:**

*Bacillus thuringiensis* Cry34Ab1 protein and the genetic material (PHP17662 T-DNA)  
necessary for its production in corn event DAS-59122-7 ..... ≤0.0088\*

*Bacillus thuringiensis* Cry35Ab1 protein and the genetic material (PHP17662 T-DNA)  
necessary for its production in corn event DAS-59122-7 ..... ≤0.00181\*

**Inert Ingredient:**

Phosphinothricin acetyltransferase (PAT) protein and the genetic material (PHP17662 T-DNA) necessary  
for its production in corn event DAS-59122-7 ..... ≤0.000058%\*

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\* % total protein on a dry wt. basis as expressed in whole plant tissue

**KEEP OUT OF REACH OF CHILDREN**

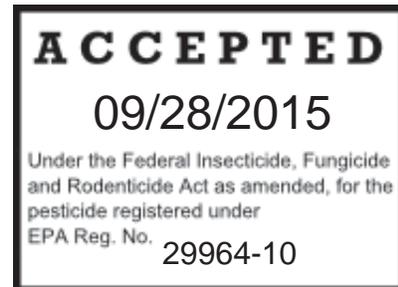
**CAUTION**

NET CONTENTS \_\_\_\_\_

EPA REGISTRATION NUMBER: 29964-10

EPA ESTABLISHMENT NUMBER: 029964-IA-001

Pioneer Hi-Bred International, Inc.  
7300 NW 62 Avenue  
Johnston, IA 50131



## DIRECTIONS FOR USE

It is a violation of Federal law to use this product in any manner inconsistent with its labeling.

The plant-incorporated protectant product must be used as specified in the terms and conditions of the registration.

Optimum<sup>®</sup> AcreMax<sup>®</sup> RW consists up to 90% 59122 maize and a minimum of 10% non-*Bt* seed blended together in a bag of seed. This product provides control of western corn rootworm (*Diabrotica virgifera virgifera*), northern corn rootworm (*Diabrotica barberi*) and Mexican corn rootworm (*Diabrotica virgifera zea*) and the blended non-*Bt* plants provide refuge for the corn rootworm pests.

## INSECT RESISTANCE MANAGEMENT

Optimum<sup>®</sup> AcreMax<sup>®</sup> RW contains a corn rootworm refuge that is “in the bag” and is automatically implemented when the grower plants the product. No additional refuge is required when planting this product.

### Use Pattern

Crop	Pests
Field corn	western corn rootworm northern corn rootworm Mexican corn rootworm