

# Seduce®

INSECT BAIT

**A SOIL-APPLIED GRANULAR INSECTICIDAL BAIT THAT CONTAINS THE ACTIVE INGREDIENT SPINOSAD.**

Attracts and kills a wide variety of insects, including ants, earwigs and cutworms, in commercial agricultural crops, ornamentals, herbs, seed crops, lawns, greenhouse, nurseries and other non-crop areas.



## PRODUCT HIGHLIGHTS

Unlike most other baits that only target ants, Seduce® also controls earwigs, cutworm, wireworms, and seed maggots. \*see 2(ee) labels for details on wireworm and seed maggots.

Manage multiple pests with one application, saving time and money for growers.

Seduce bait pellets are highly compressed “shorts” with patented UV and rain resistant technology, posing little risk to the environment and beneficial invertebrates.

Ideal for Integrated Pest Management (IPM) programs in organic and conventional production.



Always carefully read and follow label instructions.



1.800.250.5024

www.CertisBio.com



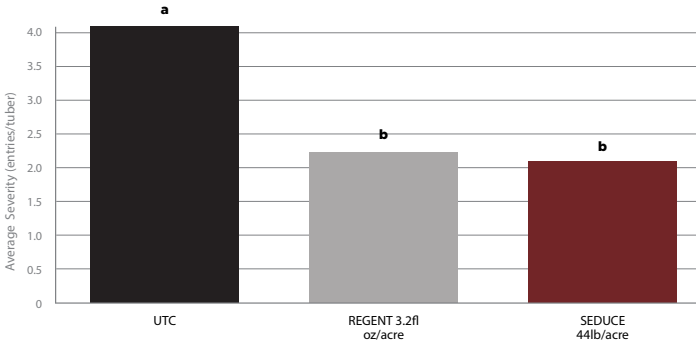
## THE ALL-IN-ONE BAIT FOR INSECTS

Seduce® insect bait contains spinosad, which is derived from a naturally occurring soil-dwelling bacterium, in a pelletized, soil-applied formulation that requires no mixing or spraying. Seduce can be used around vegetables, fruit trees, citrus, berries, ornamentals, shrubs, flowers, trees, gardens, in greenhouses, nurseries, on conventional and organically produced crops, and may be used as part of an Integrated Pest Management (IPM) program to kill earwigs and cutworms

### POTATOES

Etopia, WA  
Cer-2010-042

Control of Wireworms in Potatoes

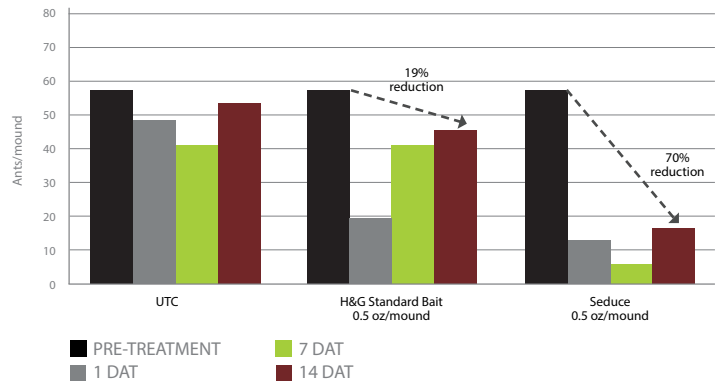


- In-furrow Seduce application 11-May followed by side dress application on 1-June.
- Pre-plant spray application of Regent 10-May.
- Tuber harvest and evaluation on 22-Oct.
- Severity reflects the average number of wireworm feeding scars on infested commercial grade tubers.
- p=0.05
- Agriculture Development Group; Etopia, WA-2010

### HARVESTER ANT

Cordoza, CA  
NEU-2018-6487

Control of California Harvester Ant (*Pogonomyrmex Californicus*)



## HOW IT WORKS

Once ingested, Spinosad affects the insect nervous system, causing muscle contractions and paralysis, eventually leading to insect death. Spinosad has both contact and ingestion insecticidal toxicity. Seduce® remains effective for up to four weeks.



## USAGE

Seduce® can be used on: Berries, fruits including citrus, vegetables, tree nuts, peanuts, pistachios, herbs, grass grown for seed production, cereal grains, turf, ornamentals, flowers, and trees. Suitable for use in fields, gardens, nurseries and greenhouses.

## REDUCED RISK

Seduce® contains spinosad, which is biologically derived from *Saccharopolyspora spinosa*, a naturally occurring soil dwelling organism. Seduce may be used as part of an Integrated Pest Management (IPM) program to eliminate ants, earwigs, and cutworms. People and pets can enter the treated area after application.

## KEY PESTS

**Ants**  
**Earwigs**  
**Cutworms**

**Wireworms**  
**Maggots**

## MAIN CROPS

**Tree Nuts**  
**Berries**  
**Citrus**  
**Pome Fruit**  
**Stone Fruit**  
**Grape**  
**Fig**  
**Herbs**

**Pome Fruit**  
**Stone Fruit**  
**Vegetables**  
**Cole Crops**  
**Cucurbits**  
**Row Crops**  
**Potatoes**  
**Tropical Tree Fruits**

## ACTIVE INGREDIENT

**Spinosad (a mixture of spinosyn A and spinosyn D)**

