



PRESS ANNOUNCEMENT For Immediate Release

Vive Crop Protection Introduces Phobos FC Fungicide for Enhanced Cercospora Leaf Spot Protection in Sugarbeets

TORONTO, Ontario (January 17, 2024) – Vive Crop Protection Inc. announces the launch of Phobos™ FC, a foliar fungicide, designed to bring unparalleled results to sugarbeet growers facing the challenges of Cercospora leaf spot.

Phobos FC fungicide combines Vive's Allosperse® Delivery Technology with prothioconazole, to provide superior protection against Cercospora leaf spot while delivering maximum yield and sugar content. Using patented nano-polymers, Allosperse optimizes the active ingredient, enabling targeted placement for more uniform disease protection.

"We are thrilled with our 2023 field trial results where Phobos FC is not only meeting but exceeding the Proline® fungicide market standard for disease protection," states David Reif, Vive's Northern Technical Sales Agronomist. "Phobos FC fungicide represents a breakthrough in our commitment to delivering real results to growers. By harnessing the power of Precision Chemistry™, we are providing sugarbeet growers with a cutting-edge solution to effectively manage Cercospora leaf spot and maximize sugar content at the end of the season."

Phobos FC is recommended as part of a foliar application program anywhere from the 8-leaf stage to pre-harvest, for defense against this notorious fungal disease.

Vive Crop Protection invites sugarbeet growers, COIs, and agricultural enthusiasts to explore the exciting potential of Phobos FC fungicide for the 2024 growing season. Reach out to your local Vive representative to learn more about Phobos FC.

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About Vive Crop Protection

At Vive, we create Precision Chemistry™ that simplifies crop production and delivers real results to growers. Powered by Vive's patented Allosperse® Delivery Technology, we optimize conventional and biological crop inputs for improved product performance from the jug to the field. Learn more at [vivecrop.com](https://www.vivecrop.com).

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