



Max-Ace® Herbicide Tolerance Technology for Rice Approved by Canadian Health Agency

“Canadian authorization now allows for unrestricted planting and harvesting of Max-Ace rice products.”

ALVIN, TX (October 21, 2021) – The Max-Ace Cropping Solution with Highcard™ released by RiceTec and ADAMA has officially received approval by the Canadian Health Agency’s Feed and Food Divisions for commercial use. This authorization now allows for unrestricted planting of and harvesting of Max-Ace rice products.

This herbicide tolerant technology with Highcard herbicide gives rice growers an excellent tool for weed control, high-yield, a rice rotation alternative to the FullPage® Rice Cropping Solution and conventional offerings from RiceTec. Max-Ace with Highcard is now available for the 2022 growing season with two primary Max-Ace products being released: RTv7231 MA and RT7331 MA.

“Demo fields of Max-Ace in the 2021 season showed high potential for yield,” said Mason Wallace, RiceTec Technical Service Manager. “With yield advantages ranging from 31% to 49%, growers have been pleased with the performance of Max-Ace with Highcard as a profitable crop and technology rotational tool.”

The Max-Ace technology takes advantage of a unique, non-GMO trait that gives the rice enhanced tolerance to the Highcard herbicide. Highcard features a proprietary safener which grants enhanced tolerance to Max-Ace rice while providing excellent postemergence control of a broad spectrum of difficult to control grass weeds including red and weedy rice and IMI-resistant weeds.

“Herbicide performance in this year’s field plots has demonstrated that Highcard provided crop safety and effective weed control in Max-Ace rice,” said Dave Feist, ADAMA US Product Strategy Leader. “We are excited to be bringing this new proprietary safer herbicide to market alongside RiceTec.”

To meet stewardship requirements and maximize the effectiveness and longevity of this technology for rice growers, Highcard needs to be applied sequentially both early (2-leaf or later) and before panicle initiation.

To learn more about Max-Ace Rice Cropping Solution with Highcard herbicide, talk to your local RiceTec sales representative or visit www.ricetec.com.

About ADAMA

ADAMA Ltd. is a global leader in crop protection, providing solutions to farmers across the world to combat weeds, insects and disease. ADAMA has one of the widest and most diverse portfolios of active ingredients in the world, state-of-the art R&D, manufacturing and formulation facilities, together with a culture that empowers our people in markets around the world to listen to farmers and ideate from the field. This uniquely positions ADAMA to offer a vast array of distinctive mixtures, formulations and high-quality differentiated products, delivering solutions that meet local farmer and customer needs in over 100 countries globally. For more information, visit us at www.ADAMA.com and follow us on Twitter at @adamaUS

About RiceTec

Based in Alvin, TX, RiceTec Inc. drives food production sustainability through rice seed technology and makes a positive impact on farmers, employees and stakeholders. RiceTec has been developing hybrid rice seed since 1988, offering the first commercial hybrid rice seed product in 1999. RiceTec was founded on the premise that modern, technology-based breeding techniques – combined with a broad, diverse germplasm collection – allow for efficient development and economical production of superior hybrid seed products. For more information, visit us at www.ricetec.com.

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