



REASON®

Reason® Fungicide

FRAC Group 11 Fungicide

/// INTRODUCTION TO REASON®

Reason® is a broad-spectrum foliar fungicide that provides effective control of a variety of plant diseases with limited plant-back restrictions for greater in-field flexibility. As a locally systemic foliar fungicide, Reason stops disease development at many stages in the disease life cycle. The active ingredient provides a fast-acting, consistently high level of control. This activity, combined with a strong spore-killing effect, provides complete disease protection.

/// BENEFITS

- **Fast-acting** – Acts rapidly against both the direct and indirect germination cycles of the disease, resulting in consistent and effective disease prevention.
- **Translaminar Movement** – Penetrates and moves through the leaf tissue to protect the untreated side of the leaf. This movement prevents the progression of diseases, as well as pathogen sporulation on both sides of the leaf.
- **Strong Anti-sporulation Activity** – Prevents sporulation, effectively stopping pathogens before they can spread to healthy leaf tissue and other plants within the field.

/// REASON QUICK FACTS

- **Active Ingredient:** Fenamidone
- **Signal Word:** Caution
- **Restricted Use:** No
- **REI:** 12 hours
- **PHI:** 2–30 days, depending on crop
- **Use Rate:** 5.5 to 8.2 fl. oz./A

/// CURATIVE AND PROTECTIVE PERFORMANCE

Reason exhibits curative properties under certain conditions, which can be a relief during a tough season. Though Reason exhibits curative properties, Bayer recommends early application for best results. Reason is especially active on oomycete diseases. Studies have shown that once applied to leaf buds, it stays within the plant and protects the new and expanding leaves.

/// FAST-ACTING

Reason exhibits excellent activity on key stages within the pathogen life cycle sites of action. The product acts rapidly against direct and indirect germination cycles of the disease for more consistent and effective disease prevention.

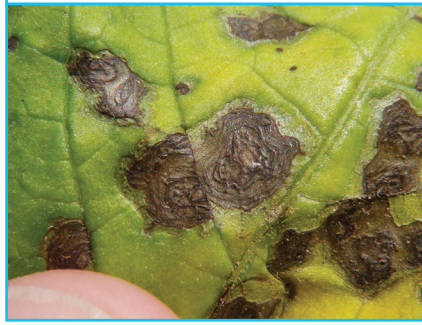
/// REGISTERED CROPS	/// KEY DISEASES
<ul style="list-style-type: none"> • Bulb vegetables • Carrots • Fruiting vegetables • Leafy and brassica vegetables • Potatoes 	<ul style="list-style-type: none"> • Alternaria leaf spot • Black dot (suppression) • Downy mildew • Early blight • Late blight • Purple blotch • White rust

See product label for a complete list of crops and pests.

Downy Mildew in Lettuce



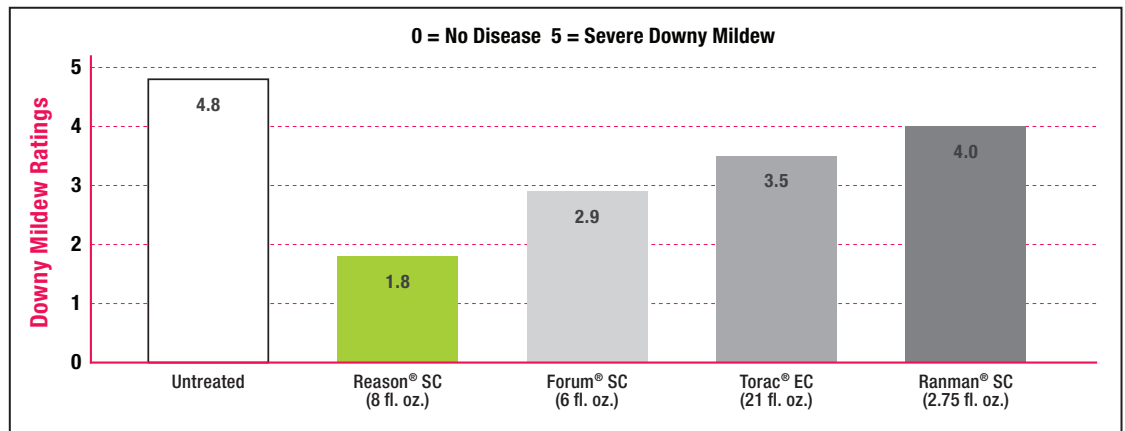
Early Blight in Potatoes



Late Blight in Potatoes

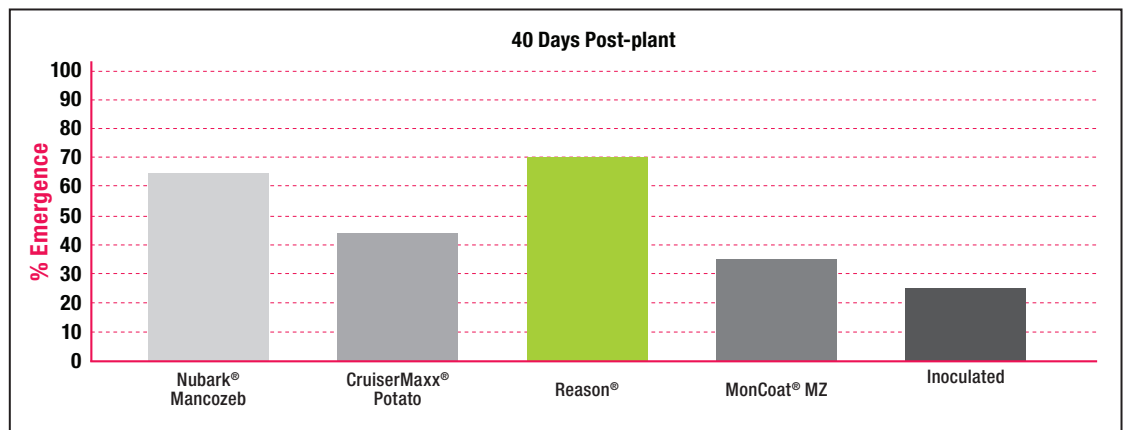


Proven Efficacy for Downy Mildew Control in Lettuce



Trial conducted on iceberg lettuce by Raid, Moreira, and Vital. University of Florida, IFAS. Spring 2016. Treatments were applied twice prior to rating.

Excellent Control of Seed-borne Potato Late Blight



Michigan State University, 2014. Seed-pieces inoculated, treated with fungicides and planted. Per cwt rates: 1 lb. Nubark, 0.15 oz. Reason, 12 oz. MonCoat MZ, 0.215 oz. CruiserMaxx Potato.

IMPORTANT: This bulletin is not intended to provide adequate information for use of these products. Read the label before using these products. Observe all label directions and precautions while using these products.

For more information, visit www.CropScience.Bayer.us.

REASON

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