



Stick it to the Bug –with 'HOOK'

CL #32

Insects driving you 'Bugs' Well, we would like to tell a true story about 'Stickin' it to the bug, before the bug sticks it to you!

So what is the best way to control bugs in your crop? Well one way is to get the insecticide down into the canopy. There, it can get onto the bug and the leaf while being absorbed into the plant.

Now about that true story It happened on my farm. The man who rents my farm was having a lot of trouble with plant bugs in his cotton. The cotton was growing next to a corn crop that was drying down in the field. He was spraying the cotton every four days and still was not getting a good kill.

I told him that I would like to do a test on his field and he agreed. I mixed the label rate of Bidrin and then put one quart of **Hook** per one hundred gal of water.

We sprayed the field with an airplane and within 30 minutes we got a hard rain. Jim told me “Well I just wasted that money.” I told him not to worry that **Hook** was rain fast within minutes. We returned to the cotton field the next day and saw that we were getting a perfect kill. Jim checked the cotton four days later and he had only dead plant bugs. He checked four days after that andstill clean. That's a total of 8 days!

Okay so what does this tell us? It tells us several things. One, **Hook** helps the insecticide be absorbed into the plant. **Hook** is a penetrator. **Hook's** formulation makes it rain fast so it gives better insect control, and keeps it on the leaf longer thus extending time between applications .

Don't forget lower canopy coverage. In order to get into the lower canopy the spray droplets have to be on target – in other words --proper dispersion (**Hook** is a deposition agent)and on the way down while being dispersed , a drift control agent is needed to run interference keeping the dispersion together and uniform in size. **Hook** is an excellent drift control agent. Once spray has made it to the plant, the droplets have to adhere or stick to the leaf. **Hook** is a sticker. After all if you can't get the insecticide on the leaf where the bugs are what good does it do? **Hook** is a spreader. Once on the plant **Hook** flattens out the beads of water—breaking the surface tension – just the opposite of that nice beaded finish on your car after a wax job.

The spray droplets on their way to the plant are guided by the *deposition agent* working with the *drift control agent*, bringing the droplets on target. So after getting to the leaf, the droplets *stick,spread, and penetrate*.

The one attribute **Hook** has that we didn't mention is activator. **Hook** is an activator. However, in order to appreciate that value it is best to run a check strip so you can see the difference where **Hook** is not used. The kill difference will be very noticeable as is told above because **Hook** enhances the activity of the insecticide. **Hook** is not a pesticide of any kind, but in this case, it makes the insecticide work better.

So what do we have? **Hook's** multifunctional capability provides you with: Sticker, spreader, penetrator, drift control, deposition agent,and activator. With **Hook** you never have to stop and decide what adjuvants are needed to spray that day. Or, discovering you have a problem sayanother adjuvant was needed and the product you used only did one thing. **Hook's** cost? The cost of using **Hook** is less than a dollar an acre!!

If you have any question on this field test please give me a call. (Jim Mayo). One other thing; **Hook** will mix with any insecticide but you have to remember 2 important things Do not use any other carriers when using **Hook** and 'Add **Hook** Last'. Why? Because **Hook** has to be able to bind or complex with the insecticide, one drop at a time. And **Hook** has to be added last to do that.

We believe that if you try **Hook**, you'll 'stick' with it! And then you get to 'stick it to the bug'.

Vol 3 # 11

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