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New fungicide joins Neudorff's plant protection range

Neudorff, pioneer of natural gardening products since 1854, is set to drive growth in the buoyant plant protection category with the launch of Mildew Clear for Edibles – new for the 2022 season.

First unveiled at Glee 2021, Mildew Clear for Edibles tackles fungal diseases on vegetables, fruit, grape vines and ornamental garden plants, providing consumers with a one-stop solution that effectively controls mildew outbreaks across a wide variety of plants.

The latest news from Neudorff, carrying the company's iconic sunflower logo on its eye-catching packaging, contains sulphur as its active ingredient, which is delivered as a water dispersible granule formulation.

Guy Jenkins, Consumer Manager at Neudorff's UK distribution Partner, DLF Seeds Ltd, said: "It has been well documented that millions have taken up gardening during the pandemic; however, as the world now opens up again post-Covid, it's essential that we keep the next generation of green-fingered enthusiasts hooked. Diseases that rapidly devastate flowers and cause edible crops to fail are the single biggest cause of fledgling gardeners abandoning their horticultural journey – and that's why Neudorff has once again innovated to bring a new product to market that will help gardeners to remedy one of the most common plant diseases with ease.

Mildew Clear for Edibles will assist retailers to expand sales in plant protection categories while providing novice and experienced consumers alike with an instant solution to fungal diseases on vegetables, fruit and flowers. The iconic Neudorff sunflower logo on the packaging, combined with inspiring imagery of healthy crops,



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will drive sales at the point of purchase by instilling confidence into consumers who are seeking an efficient and effective solution to mildew outbreaks. Expanding the range of products that are gentle to the environment is in Neudorff's DNA and the introduction of Mildew Clear for Edibles further strengthens the company's leading portfolio while handing retailers another tool to increase basket spend."

Packs of Mildew Clear for Edibles contain five 15g sachets of the water-soluble formulation that will tackle mildew on common host crops such as cucumber, gooseberry and pea, as well as root and tuber vegetables including carrot, celeriac, chicory, horseradish, parsnip, potato, radish, swede and turnip. It is effective on ornamental garden plants such as roses, which are one of the nation's favourite flowers but remain susceptible to powdery mildew outbreaks.

A 75g pack of Mildew Clear for Edibles has a RRP of £13.99. For more information visit www.neudorff.co.uk for details.

Neudorff, experts in natural gardening since 1854, is one of the few companies worldwide to develop its own plant protection and plant care products, with the widest range of products certified by the Organic Farmers and Growers' Association. Since entering the UK market in 2012, the company has built-up an enviable reputation for offering the highest quality gardening products that are gentle to people, pets and the environment.

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Use plant protection products safely. Always read the label and product information before use.