



2012 Meister Pro Crop Protection Handbook Now Available

New Edition Includes 200 New Products, Section on Growth of Chemigation and Registered Products

WILLOUGHBY, OH (November 8, 2011) — Keeping up with advances in crop protection technology is more of a challenge than ever. There are revolutionary changes in seed coatings, pre-mixes, plant health/stress reduction and reduced risk/organic treatments as well as many other new products. For nearly 100 years, members of the agriculture industry have relied on the *Crop Protection Handbook* for information on crop protection products.

The completely new and revised 2012 *Crop Protection Handbook* provides a balanced viewpoint based on good science and best management practices. Nearly 800 pages long, The 2012 *Handbook* provides detailed information on nearly every registered crop protection product, from trade names to mode of action. Completely revised and updated with eight new active ingredients and more than 200 new product names, the 2012 *Handbook* also includes a new section on the growth of chemigation and registered products.

The *Handbook* is the only reference that connects trade and common names back to the chemistry of the active ingredient. Easily recognized icons explain reduced risk, organic, biocontrols, and new technology or plant health.

“I can find the basic chemistry information not available elsewhere,” said Ron Farrell, from Farrell Growth Group.

The *Crop Protection Handbook* is indispensable for locating new chemistries, for comparing new products with older ones and for tracking generics. It is organized so you can find in seconds what you need in the comprehensive trade name/active ingredient index that has thousands of entries listed alphabetically.

Meister Pro’s 2012 *Crop Protection Handbook* allows you to:

- Track competing chemistries and keep up to date with generics.
- Find mode of action, LD50 and water solubility.
- Follow product development with biocontrols, seed coatings, premixes, chemigation and plant stress management.



To Order, Contact:

Pamela Mills
Meister Media Worldwide
800-572-7740 OR 440-602-9168
www.meistermedia.com/handbook
Use Coupon Code: HPR1

- Find more than 100 expanded ProListings for newer products.

“You hit the important areas of new technology,” said Harold Reetz, of Reetz Agronomics.

Dave Whitacre, author and consultant, says, “I don’t see how practitioners in crop protection can do without it.”

For additional information and to purchase a copy of the 2012 Meister Pro *Crop Protection Handbook*, please visit www.meistermedia.com/handbook/ today!

###

About Meister Media Worldwide: Meister Media Worldwide, headquartered in Willoughby, Ohio, provides integrated media solutions for worldwide specialized agriculture. A leader in the industry, the company provides information and networking opportunities to global markets, including fruits and citrus, vegetables, cotton, ornamental horticulture, precision agriculture, plant protection and Latin American agriculture. Founded in 1932, Meister Media Worldwide now produces 13 regular magazines, along with eNewsletters and more than 20 websites, as well as trade shows and exchange events. In addition, Meister produces custom print products, web development, videos and strategic business development services. Contact us at www.meistermedia.com.