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California DPR Registers Organic Burndown Herbicide GreenMatch®

Enhanced d-limonene Formula Provides Rapid, Broad-Spectrum Burndown

DAVIS, Calif. (April 22, 2009) Marrone Organic Innovations, Inc. (MOI) is pleased to announce that its improved organic formulation of GreenMatch® Burndown Herbicide is now available in California for use in organic crops.

GreenMatch meets the requirements of the NOP Rule for use in organic agriculture, and is listed by OMRI (Organic Materials Review Institute) and WSDA. It has a full EPA registration for crop and non-crop application.

“Weed control is the single largest cost for organic farmers, and the main reason why many conventional farmers are unwilling to transition to organic practices” states Pam Marrone, CEO of Marrone Organic Innovations (MOI). “The availability of this effective, long lasting burndown material will positively affect the economics and operational challenges they face.”

GreenMatch is a post emergence, non-selective organic herbicide that contains d-limonene (extract of citrus) as well as other plant extracts and surfactants. GreenMatch kills the weeds by stripping the wax off the leaves of the plants, causing weeds to rapidly shrivel and die, appearing “burned down.”

Organic growers have long relied on hand weeding, propane flaming, mowing and cultural methods to attack weeds. As such, weeds are the largest cost to organic farming and the primary reason why many conventional farmers don’t transition fully to organic practices. “This enhanced formulation of GreenMatch provides superior weed control at a lower price point than other “naturals” in the market” said David Warman, Director of Sales at MOI.

GreenMatch is sold in 5 gallon pails, and has proven to be effective on a wide spectrum of broadleaf weeds and grasses, including spurge, sowthistle, shepherd’s purse, clover, hairy fleabane, annual bluegrass, smooth crabgrass, dandelion, whitestem filaree and many others. It can be purchased through local agricultural input suppliers, or contact Marrone Organic Innovations toll free at 877-664-4476.

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Marrone Organic Innovations discovers, develops and markets effective and environmentally responsible products that fill unmet needs for weed, disease and pest management. Through a combination of in-licensed technology and its own R&D, MOI develops products that target markets needing better and safer solutions. MOI's own R&D finds naturally occurring microorganisms from unique habitats and develops them into products for controlling insects, weeds, nematodes and plant diseases. MOI has an impressive pipeline of new products, including two insecticides, two herbicides and a product for controlling invasive zebra and quagga mussels in waterways. MOI currently markets GreenMatch[®] Burndown Herbicide for weed control in organic crop production and Regalia[®] for control of fungal and bacterial diseases of both food and ornamental crops for conventional growers (an organic formulation is pending).

For more information, visit www.marroneorganicinnovations.com.