



Listed by the Organic Materials Review Institute (OMRI) for use in organic production.



A Plant Protectant for Solar Stress

Purshade-O™ forms a protective film that acts as a reflective particle barrier to the harmful effects of solar radiation. When applied to susceptible crops throughout the growing season, Purshade-O assists in the reduction of sun damage.

CAUTION KEEP OUT OF REACH OF CHILDREN

PRECAUCIÓN—Si usted no entiende la etiqueta, busque a alguien para que se la explique a usted en detalle.

HAZARD TO HUMANS—May cause moderate eye irritation. Avoid contact with eyes. May cause irritation to the respiratory system, avoid exposure to mist. Wash thoroughly with warm soap and water after handling. Remove and SEPARATELY wash contaminated clothing before reuse.

FIRST AID—**Eye exposure:** Flush thoroughly with water for at least 15 minutes. **Skin exposure:** Wash with mild soap and water. **Inhalation:** Remove to fresh air. **Ingestion:** Ingestion should not cause any significant health problems. If a large amount is ingested, drink large quantities of water. If irritation persists, seek medical attention.

PERSONAL PROTECTIVE EQUIPMENT—All warnings from all products must be adhered to when tank-mixing Purshade-O with other products. As with all agriculture protection products, EYE PROTECTION is required to diminish the risk of injury. A DUST/MIST FILTERING RESPIRATOR should be worn in the event of possible exposure to mist or dust during or after application. A nuisance dust filter is recommended for workers re-entering treated fields to conduct activities involving significant crop contact within 48 hours of the application.

STORAGE AND DISPOSAL—Store in original containers only, in a dry environment. Do not store in direct sun. Keep container closed when not in use. Avoid storing in freezing temperatures and temperatures above 110° F (43° C). Product must be disposed of in accordance with applicable Federal, State, and local laws. Dispose/recycle empty container in accordance with applicable Federal, State, and local laws.

SHAKE WELL BEFORE USING - DO NOT FREEZE

Net Contents: 2.5 Gallons (9.46L)

Net Weight: 35 lbs (15.9 kg)

NONPLANT FOOD INGREDIENT

**Contains: 62.5% calcium carbonate by weight
37.5% inert ingredients by weight**

purfresh™

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PRODUCT OF U.S.A.

NOTICE—Purfresh, Inc. warrants that this product conforms to the chemical description on this label and is reasonably fit for the purposes stated herein only when used in accordance with the directions stated on this label and under conditions of normal use. It is impossible to eliminate all risks associated with the use of this product. Crop injury, ineffectiveness, or other unintended consequences may result because of such factors as weather conditions, presence of other materials, or the manner of use or application, all of which are beyond the control of Purfresh, Inc. In no case shall Purfresh, Inc. be liable for consequential, incidental, special, or indirect damages resulting from the use or handling of this product. All such risks shall be assumed by the buyer. EXCEPT AS EXPRESSLY STATED ABOVE, PURFRESH, INC. MAKES NO WARRANTIES, EXPRESS OR IMPLIED, AND SPECIFICALLY MAKES NO WARRANTY OF MERCHANTABILITY OR FITNESS FOR ANY PURPOSE. Purfresh, Inc. shall not be liable for losses or damages resulting from handling or use of this product unless Purfresh, Inc. is promptly notified of such loss or damage in writing. In no case shall Purfresh, Inc. be liable for consequential or incidental damages or losses. **LIMITATION OF REMEDIES**—The exclusive remedy for losses or damages resulting from this product (including claims based on contract, negligence, strict liability, or other legal theories) shall be limited to, at Purfresh's election, one of the following: (1) Refund of purchase price paid by buyer or user for product bought, or (2) Replacement of amount of product used.

Label No. 107181 (0209)

Directions for Use—READ AND UNDERSTAND THE FOLLOWING BEFORE USING THIS PRODUCT

ADEQUATE COVERAGE OF THE FRUIT IS CRITICAL IN ALL CROPS

General Information – Purshade-O will assist in the reduction of damage on produce and plants due to solar radiation. When applied to plants it forms a dry, semi-opaque film that acts as a barrier to harmful sunlight. Purshade-O should be diluted in sufficient water to cover and adhere to all surfaces of the target plant. Check with the equipment manufacturer for compatibility of equipment components prior to the use of this product. The use of overhead irrigation will diminish the performance of Purshade-O. Wait until all visible water droplets are gone before reapplying Purshade-O.

Compatibility – If tank mixtures are used, adhere to restrictions due to rates, label recommendations, and precautions on all labels. Do NOT combine Purshade-O in the spray tank with pesticides, surfactants, or fertilizers unless your prior use has shown the combination to be physically compatible, effective, and non-injurious under your conditions of use. A jar compatibility test should be done before tank mixture applications are conducted. Do NOT mix with phosphate fertilizers. Do NOT tank mix Purshade-O with products that are not tolerant to high pH solutions.

Compatibility with Adjuvants – Purshade-O is compatible with most adjuvants such as non-ionic, methylated seed oil (MSO), and sticker spreaders—type surfactants. When using a spreader and/or stickers with Purshade-O, a post-spray removal test should be performed BEFORE spraying the fruiting structure of the crop. For crops with a high waxy surface, such as peppers and tomatoes, the addition of surfactants may result in improved surface coverage. Under some conditions the use of additives or adjuvants may improve the performance of Purshade-O. However, not all possible combinations of adjuvants and crops and varieties have been tested with possible tank mix combinations. Local conditions sometimes influence crop tolerance and may not match those under which Purfresh has conducted testing. Physical incompatibility may reduce the protection Purshade-O is able to provide. Before using any tank mix (fungicides, insecticides, adjuvants, and additives), test the combination on a small portion of the crop to be treated to ensure that a phytotoxic response will not occur as a result of application.

Mixing – Shake the Purshade-O container well prior to pouring. Begin by agitating a thoroughly clean sprayer tank one-half (50%) full of clean water. Maintain a constant agitation throughout mixing and application. Add compatible products and surfactants while maintaining agitation in the spray tank. Add the amount of Purshade-O required to the spray tank and complete filling with remaining water. Make sure each component is thoroughly mixed and suspended before adding tank mix partners. ALWAYS add Purshade-O as the LAST ingredient in the spray tank. Maintain constant agitation during application.

Applying with Non-Agitating Sprayer Tanks – When using a non-agitating sprayer tank, such as handheld and backpack sprayers, use Purshade-O at a rate of 0.5–0.75 pint (0.25–0.35 liters) of Purshade-O per one gallon (3.8 liters) of water. Shake the tank on a regular basis to keep material in suspension.

Application Instructions – The rate recommendations on the Purshade-O label reflect the amount of product that should be applied uniformly over an acre (hectare) of ground on a broadcast basis. Initial applications should be made at the highest recommended rates. To optimize solar protection under conditions favoring high solar stress, use the high rates and shortest application intervals. Apply recommended rates of Purshade-O as instructed in Application Table (right). Apply Purshade-O in sufficient water to obtain adequate coverage of foliage and fruiting structures. Application water volumes to be used will vary with crop and amount of plant growth. As temperatures reach 90° F (32° C) or higher, apply higher rates of Purshade-O along with greater volumes of water. Spray mixtures in the chemical supply tank must be agitated at all times, otherwise settling and uneven application may occur. Never spray to the point of runoff, as resulting coverage will be poor. Applications should be made prior to the event of solar stress conditions or when fruiting structures are small to provide maximum protection. For continued solar protection when high sun intensity and temperatures continue or are predicted to occur for long periods of time, subsequent applications of Purshade-O will be needed. Ground application is recommended for thorough coverage. Aerial applications can be made for those crops or in conditions where applications are not possible using ground equipment. Do NOT apply by chemigation.

Post-Harvest Removal – Generally, Purshade-O can be removed on a commercial packing line that includes a water-filled dump tank and a brush section for agitation. A fresh water rinse is recommended during and after agitation and prior to application of any wash and/or fungicides. Using rinse water with a pH of 5.5 or less is beneficial but not necessary to aid in the removal of Purshade-O.

CROP	AMOUNT OF PURSHADE-O	WATER VOLUME	APPLICATION DIRECTIONS
Pome Fruits Citrus Tree Nuts	2–3 gal./acre (20–30 l/ha)	Small trees (nonbearing): 40–80 gal./acre (400–800 l/ha) Larger/mature orchards: 100–150 gal./acre (1,000–1,500 l/ha)	Pome Fruits: Begin applications just prior to fruit size reaching 3/4-inch (19-mm) diameter. Second application at 10–14 days after first application. Subsequent applications should be made every 2–3 weeks, as needed. Adjuvants are not recommended. Citrus: Initiate first applications when fruit size is 1 inch (25 mm) in diameter. Make subsequent application at 14- to 21-day intervals. Make the last application 1 month prior to estimated harvest. Tree Nuts: Begin applications just prior to fruiting bodies reaching 5/8-inch (16 mm) diameter. Second application at 10–14 days after first application. Subsequent applications should be made every 2–3 weeks, or as needed.
Cherries	Pre-harvest: 2 gal./acre (20 l/ha) Post-harvest: 5 gal./acre (50 l/ha)	100–150 gal./acre (1,000–1,500 l/ha)	Pre-harvest: Apply the first application 30 days prior to expected harvest and a follow-up application 14 days prior to harvest. Do NOT tank mix with any other products, including adjuvants. Post-harvest: Apply directly to foliage within 7 days after harvest to help reduce doubling. A second application should be made 14–21 days after the initial application.
Pineapples	1–2 gal./acre (10–20 l/ha)	30–40 gal./acre (300–400 l/ha)	Begin application at approximately 10 weeks after bloom initiation. Repeat application every 7–14 days up to one week before harvest.
Forestry Nursery Stock	5–10 gal./acre (50–100 l/ha)	40–80 gal./acre (400–800 l/ha)	Apply directly to nursery foliage. Nursery stock should be treated before transplanting; continue with applications every 2–3 weeks, as needed.
Tomatoes Peppers Eggplant Melons Onions Garlic Potatoes	1–2 gal./acre (10–20 l/ha)	15–30 gal./acre (150–300 l/ha)	First application should be made at or just after full bloom to the entire plant. Repeat applications every two to three weeks or immediately after first harvest. Carefully inspect fruit after heavy rain to determine if reapplication is necessary. Avoid using a sticker with fresh-pack harvest products.
Wine Grapes	2–2.5 gal./acre (20–25 l/ha)	25–50 gal./acre (250–500 l/ha)	Begin application when grapes reach 0.25 inches (6 mm) in diameter or if temperatures reach 85° F (30° C). Applications should be repeated at approximately 4 weeks before harvest or at "leaf pull" to maintain adequate coverage of the exposed clusters. Use an adjuvant to ensure good cluster coverage and inspect after heavy rains for timing of reapplication.
Cotton	1–2 gal./acre (10–20 l/ha)	15–30 gal./acre (150–300 l/ha)	First application should be made approximately at peak bloom. Repeat application every 7–14 days.
Corn	1–2 gal./acre (10–20 l/ha)	15–30 gal./acre (150–300 l/ha)	Apply just prior to tassel or immediately following tassel. Apply prior to periods of high temperatures and low rainfall. Using a quality surfactant is recommended.
LEGEND: gal. = gallons ha = hectare l = liters			



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