

AgGRESS
PARTNERS **NEWSLETTER**

What's in the Jug?

Branded vs. Generic Products - Not all Products are Created Equal

When you are looking to make input decisions on-farm, the topic of branded vs. generic products can arise as you are evaluating your options for the next growing season. Check out the graphic below to help you decide between using a branded or generic product on your operation.

Branded Product Traits

Latest and greatest.

Branded products are developed using the latest innovative technology available on the market.

Longer lasting active ingredients.

It is not uncommon for products to be for stored multiple years. The active ingredients in branded products are designed to last longer so they can carry over to the next season without losing the quality of the active ingredients.

Formulation stability.

While product separation is common in both branded and generic products, branded product formulations more easily re-suspend with agitation. This means customers will be able to apply products hassle-free without concerns over not applying the right amount of active ingredients.

Reliable support.

Major agriculture chemical manufacturers have resources and boots on the ground readily available to you if you have questions or concerns over their products. They are here to help you be successful on-farm and in the marketplace.



Generic Product Traits

Older technology.

Before a generic product can be released into the marketplace, the patent must expire on the branded product. So by the time a generic product becomes available, it is an older technology and is several generations behind the branded product.

Active ingredient loss.

With generic products, the active ingredient degrades at a faster rate than the branded product. This means if you have a generic product leftover from one application season, you may end up spraying less active ingredient the following spring.

Product separation.

While product separation is common for both branded and generic products, a generic product can be harder to recirculate from top to bottom which leads to sludge at the bottom of tanks, and a lower concentration of active ingredients when applied.

Decreased flowability.

After long-term flowability, generic products have a greater risk of becoming increasingly thicker over time. As the generic product thickens, it can take more time to load and can clog screens and nozzles, forcing you to stop more often to clean equipment.