

Neonicotinoid pesticides are an important component of our integrated pest management practices. Imidacloprid is applied via targeted soil injection to protect ornamental plants from economically and aesthetically damaging insect pests. When compared to alternative insecticides, imidacloprid provides effective systemic, long-lasting control of both sucking and chewing insects, including aphids, lace bugs, and Japanese beetles. Its uptake and translocation within the plant allow for targeted pest control with minimal surface residue. A single soil application can provide season-long control of multiple difficult-to-manage pests that would otherwise require repeated foliar insecticide applications. Reducing the number of foliar treatments helps minimize overall pesticide use and lowers the potential for non-target exposure, including beneficial insects such as pollinators.