

HEADS UP[®] PLANT PROTECTANT

YOUR BEST, COST-EFFECTIVE SEED TREATMENT SOLUTION FOR SDS AND WHITE MOLD

THE PROBLEM

Sudden Death Syndrome (SDS) and White Mold are two of the most important fungal diseases in soybean production in the United States, affecting 40 to 50 million acres in the north central region. Yield losses can be as high as 50% in fields having severe infestation. Outbreaks of the two diseases occur in seasons with different temperatures, therefore, these two diseases threaten the sustainable production of soybeans in the north central region.

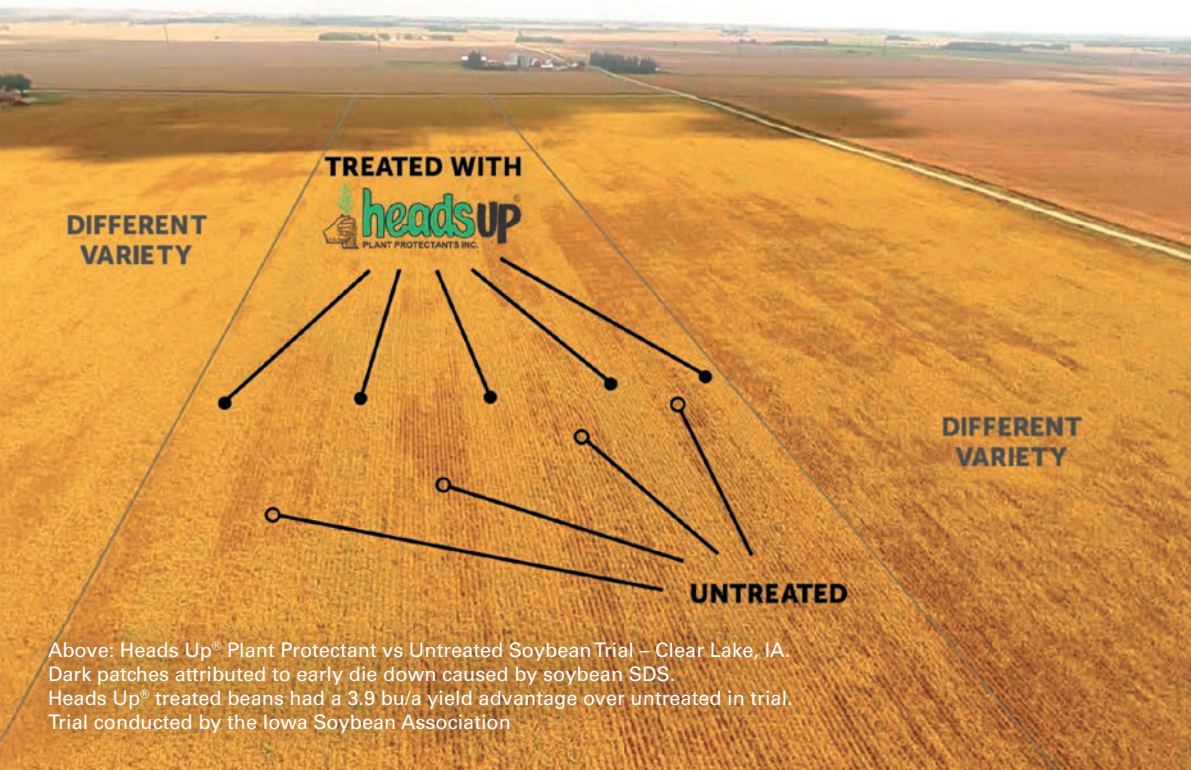
THE SOLUTION

Treating your soybeans with Heads Up[®] Plant Protectant gives you broad spectrum fungal protection against diseases such as Rhizoctonia, Sclerotinia and Fusarium.

Ensure the best start to your crop by asking your seed dealer for Heads Up[®], the first EPA registered seed treatment for both White Mold and SDS.

Learn more at www.headsupST.com

PROVEN VISUAL AND YIELD RESULTS AGAINST SDS



Above: Heads Up[®] Plant Protectant vs Untreated Soybean Trial – Clear Lake, IA.
Dark patches attributed to early die down caused by soybean SDS.
Heads Up[®] treated beans had a 3.9 bu/a yield advantage over untreated in trial.
Trial conducted by the Iowa Soybean Association



LESS THAN
HALF
THE PRICE

Costs less than 1/2
the price of one
bushel of soybeans



HEADS UP PLANT PROTECTANTS INC.
Toll Free: 1.866.368.9306 | headsupST.com



NOVEL SEED TREATMENT TECHNOLOGY



- Applied as a pre-plant seed treatment
- Mixes easily and does not stick or produce strong offensive odors
- Available upon request from your local seed dealer

A NEW MODE OF ACTION



- Non-fungicidal
- Utilizes systemic acquired resistance (S.A.R)
- Stimulates a warning signal to the germinating plant, starting disease defense pathways before disease starts and infection occurs
- Systemic, full-season preventative disease response

BIOLOGICAL



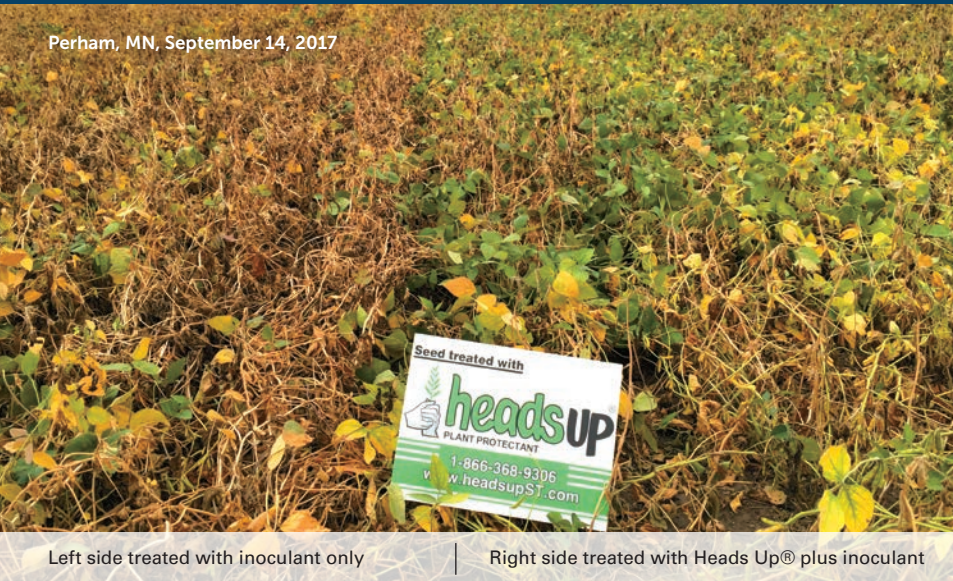
- Safe to the user and the environment
- Multi-year shelf life
- Contains no living organisms; no time to use restrictions
- Compatible with other seed treatments and inoculants
- OMRI™ listed

PROVEN RESULTS



- Consistent yield benefit
- Broad spectrum disease control including Rhizoctonia, Fusarium and Pythium
- Adds enhanced disease protection in a complete seed treatment blend

Perham, MN, September 14, 2017



Left side treated with inoculant only

Right side treated with Heads Up® plus inoculant

PROVEN RESULTS AGAINST WHITE MOLD

- Field in photo had historical white mold issues
- Field was planted back to back soybeans for 3+ years
- Field had 3 applications of other leading foliar fungicide across both sides
- Heads Up® Plant Protectant showed significant disease reduction vs untreated soybeans

↑ SEED TREATMENTS WITH HEADS UP®
AVERAGE +2.08 bu/ac*
BETTER THAN STANDARD SEED TREATMENTS ALONE

*In 85 trials conducted by the NCSRP (2005-2015)



14+ YEARS
OF ACCREDITED
RESEARCH ONLINE

“Biologicals are the future of disease management in row crops.”
– Dr. X.B. Yang, ISU



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