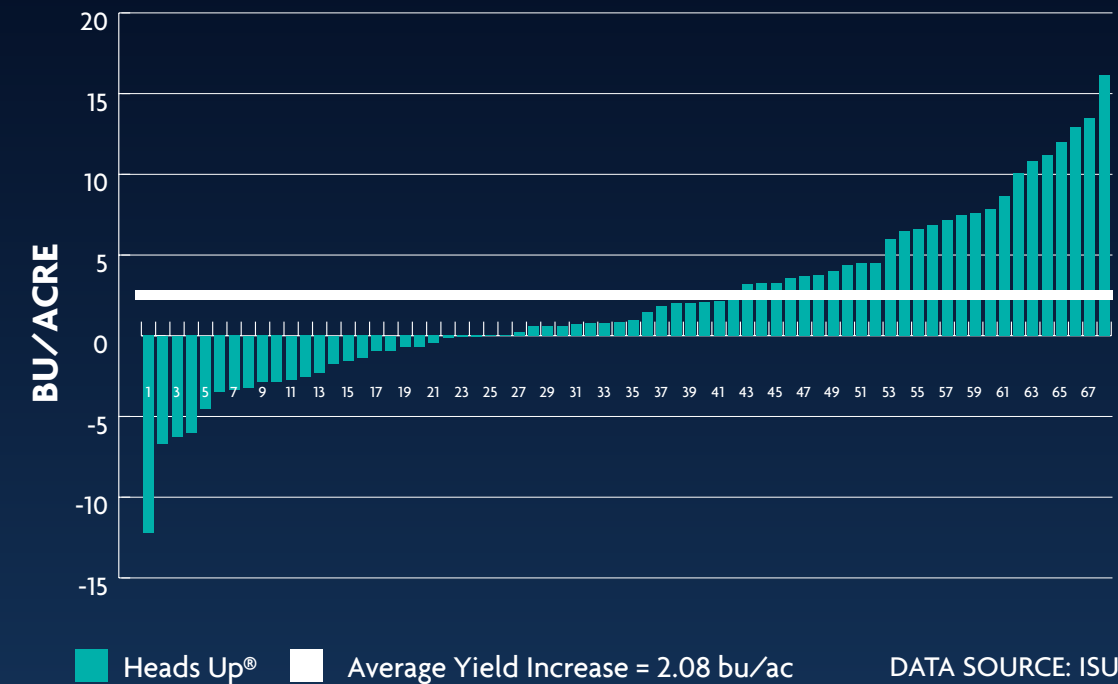


TRIAL AND RESEARCH DATA

Heads Up® Plant Protectants has conducted research trials on the efficacy of Heads Up® on a variety of crops since incorporation in 2003. The company utilizes data from notable researchers/academic institutions across Canada and the United States, such as Dr. X.B. Yang (Iowa State University) and Dr. Michael Harding (Alberta Agriculture) to conduct all field work.

REPLICATED YIELD DATA - Soybeans (2005-2015)



Above: 10-year study conducted by Dr. X.B. Yang ISU shows Heads Up® added 2.08 bu/ac increase on average over standard commercial seed treatments when tank mixed.

Locations: 68 sites, 13 varieties, tested across IA, IL, MN, MI, WI, KY, IN and ON.

Data Source:
Iowa State University (ISU)

To find out more about trials conducted near you, please visit WWW.HEADSUPST.COM

BENEFITS OF HEADS UP®

- Safe to user
- Easy to use
- Compatible with other Fungicides/Insecticides
- Broad spectrum fungal and bacterial disease control
- Systemic, Full Season Prevention
- No Restrictions Between Treatment and Use
- Long Shelf Life
- Competitively Priced
- Environmentally Friendly
- PMRA Reg. #29827



LOCATE A DEALER!

Heads Up® is sold as a water soluble, granular dry powder that has a stable shelf life. The product is competitively priced and is commercially available throughout Canada and the United States. Ask Your Local Seed Retailer!

Need help finding where to buy Heads Up®? Interested in becoming a dealer? Feel free to call us directly: **1-866-368-9306**

For more Information, visit us online WWW.HEADSUPST.COM



PINTO BEAN FIELD TREATED WITH HEADS UP®. WINKLER, MB 2013.

PRINTED IN CANADA

BIOLOGICAL SEED TREATMENT



A NEW LINE OF DEFENSE AGAINST SEEDLING DISEASES AND WHITE MOULD

Our products are proven and registered to activate your plants natural defenses which enables full season disease resistance.

SOYBEAN • DRY BEAN • POTATO





SOYBEAN YIELD TRIAL. GJ CHEMICAL ALTONA, MB 2013
DeKalb 25-10RY soybeans are trademarks of Monsanto Company.

THE HEADS UP® ADVANTAGE

Heads Up® Plant Protectants is a Saskatoon, Saskatchewan, Canada based agricultural company that manufactures biological seed treatments to help farm producers fight fungal and bacterial diseases in field crops.

Our signature product Heads Up® Plant Protectant (Heads Up®) is commercially available in Canada and is the only PMRA registered seed treatment for suppression of Sudden Death Syndrome (*Fusarium virguliforme*) and White Mould (*Sclerotinia sclerotiorum*) in Soybeans.

Heads Up® is also registered for suppression of White Mould in Dry Beans; and due to its unique mode of action can help with a variety of other crops/diseases.

Did you know?

Heads Up® offers preventative action against *Sclerotinia*, unlike fungicides applied in crop. Heads Up® elicits your plants genetic defense abilities, reducing the spread of sclerotial!



PUT YOUR SEED TO WORK... ACHIEVE FULL SEASON RESISTANCE WITH HEADS UP®

Heads Up® is not a traditional fungicide and therefore is not active on the disease (pathogen) itself. Instead, it utilizes a unique Mode of Action (M.O.A) called Systemic Acquired Resistance (S.A.R.), which activates the plant's genetic resistance to soil borne diseases by stimulating it's natural defense pathways. Heads Up® signals your plant's innate genetic defense abilities early on before disease pathogens attack - the unique advantage of Heads Up®.

When Heads Up® is applied as a seed treatment, producers benefit with another line of defense against yield robbing pathogens.

USE HEADS UP® TO ENHANCE YOUR CURRENT SEED TREATMENT PACKAGE

Heads Up® contains no living organisms, and is not restricted by time limitations between treatment and use, making it user safe and friendly.

Heads Up® is compatible when mixed with other fungicides/insecticides/inoculants and can offer extra assurance to the grower because of its separate, distinct M.O.A.

Heads Up® is OMRI listed, providing Organic Farmers with a means of protection against fungal and bacterial diseases.

Potato Yield Trial, Kamsack, SK, 2001.



JULY 14, 2001 – INCREASED
FLOWERING WHEN TREATED
WITH HEADS UP® (LEFT) VS
UNTREATED (RIGHT)



AUGUST 15, 2001 – VIGOROUS,
HEALTHY PLANTS TREATED WITH
HEADS UP® (LEFT) VS EARLY DIE
DOWN OF UNTREATED (RIGHT)

WHAT ARE THE CURRENT REGISTERED USES OF HEADS UP® PLANT PROTECTANT?

Canada:

Heads Up® is a labeled preplant seed treatment for Soybeans, Dry Beans and Potatoes, for the suppression of the fungal diseases below:

PMRA Reg. # 29827 Pest Control Products Act

ASK YOUR DEALER for Heads Up® if YOU have the following:

Crop	Disease
SOYBEANS	Suppression of Root Rot and Post-Emergence Damping-Off (<i>Rhizoctonia solani</i>); White Mould (<i>Sclerotinia sclerotiorum</i>) and Sudden Death Syndrome (<i>Fusarium virguliforme</i>)
DRY BEANS	Suppression of White Mould (<i>Sclerotinia sclerotiorum</i>)
SEED POTATOES (cut or whole tubers)	Suppression of Rhizoctonia Canker and Black Scurf (<i>Rhizoctonia solani</i>)

OTHER CROPS: Heads Up® is an effective control option for seedling and fungal diseases on several other crops including pulses, cereals and oilseeds. Registration pending, view our data online!

DON'T FORGET! The Heads Up® Advantage is threefold offering you systemic, full season, non-selective (broad spectrum) disease control.

To view the label or learn more about diseases control with Heads Up® visit
WWW.HEADSUPST.COM