



ACTIVATE GENETIC DISEASE RESISTANCE

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SO YOU'VE BOUGHT THE BEST SEED VARIETY...

Now Activate the Genetic Disease Resistance with Heads Up™ Seed Treatment

HEADS UP™ A BIOLOGICAL SEED TREATMENT, IS SAFE TO THE USER AND ENVIRONMENT

A systemic full season protection mode from biological components.

HEADS UP™ IS EASY TO USE

It's an odourless highly concentrated water soluble powder, that mixes easily and will not change the flowability of the seed in the planter.

HEADS UP™ CONTAINS NO LIVING ORGANISMS

Unlike microbial products. And it is not restricted by time limitations between treatment and use. Seed can be treated well in advance of planting, at your convenience.

HEADS UP™ IS COMPATIBLE

It may be mixed with other fungicides and inoculants for enhance disease protection, protecting the young plants from inside and out.

HEADS UP™ IS ECONOMICAL

Protection for cereal and legume crops at a low cost and higher returns.

HEADS UP™ PROTECTS AGAINST SEEDLING DISEASE

Registered for white mold and sudden death syndrome in soybeans and rhizoctonia, damping off complex including pythium and fusarium in soybeans and dry beans.

Heads Up™ Seed Treatment is an EPA and PMRA registered bio-fungicide for use as a preventative systemic disease control in Soybeans, Potatoes and Dry Beans.



HOW HEADS UP™ WORKS

Traditional fungicides kill the disease-producing organism directly, but they do not increase the plant's disease resistance.

HEADS UP™ OFFERS ANOTHER APPROACH

Q: How does Heads Up™ work?
What is the mode of action?

A: Heads Up™ is a signalling plant activator.

All plants have natural disease defence abilities:

Plants have the ability to stimulate protective chemical pathways inside themselves to fight disease (pathogen) attack.

To become effective these natural defence pathways need to be signalled or turned on (elicited).

To start the signal to produce these defences, a plant usually has to experience an attack by the disease. By then disease damage may have already begun. This lowers vigour and plant health, ultimately decreasing the yield.

THE BENEFIT OF HEADS UP™

Heads Up™ as a seed treatment will stimulate a warning signal to the germinating plant.

This early warning will start the production of disease defence pathways in the plant before infections can get a start.

THE RESULT:

Heads Up™ Seed Treatment will allow the plants to control

disease attacks earlier than normal defence call up, thus allowing them to grow to higher yields and better quality.

This activation of the natural defences is a systemic effect protecting all parts of a plant and can often extend throughout the growing season.

A further benefit of Heads Up™ usage is that disease pathogens cannot become resistant to the treatment. The Heads Up™ treatment is not fighting the disease, instead the treated plant is defending itself.

Heads Up™ is all natural in its composition. It is taken directly from nature.

ASK YOUR DEALER FOR HEADS UP™ SEED TREATMENT

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