



ACTIVATE GENETIC DISEASE RESISTANCE

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HIT YOUR YIELD TARGET WITH HEADS UP™ SEED TREATMENT

Allow your soybean crop to achieve its maximum yield potential by using Heads Up™ seed treatment from Heads Up Plant Protectants Inc. This seed treatment turns on the plants natural immune system at an early growth stage to offer a unique mode of action that will result in stronger healthier plants. So, don't miss your yield target, use Heads Up™ seed treatment.



Photo courtesy of Iowa State University.

HEADS UP™ SEED TREATMENT

- Results in consistently higher plant stands.
- Is compatible with fungicides, insecticides and inoculants.
- Is safe for both the user and the environment.

Heads Up™ is a non-microbial biological seed treatment. No living organisms allows for an extended shelf life in storage or when applied to the seed. No time to planting restrictions means the seed can be treated, planted immediately or any time in the future without any days to planting restrictions.

HEADS UP PLANT PROTECTANT INC.

Phone: 1-306-542-2439 Toll Free: 1-866-368-9306 Email: headsUp@sar-headsup.com

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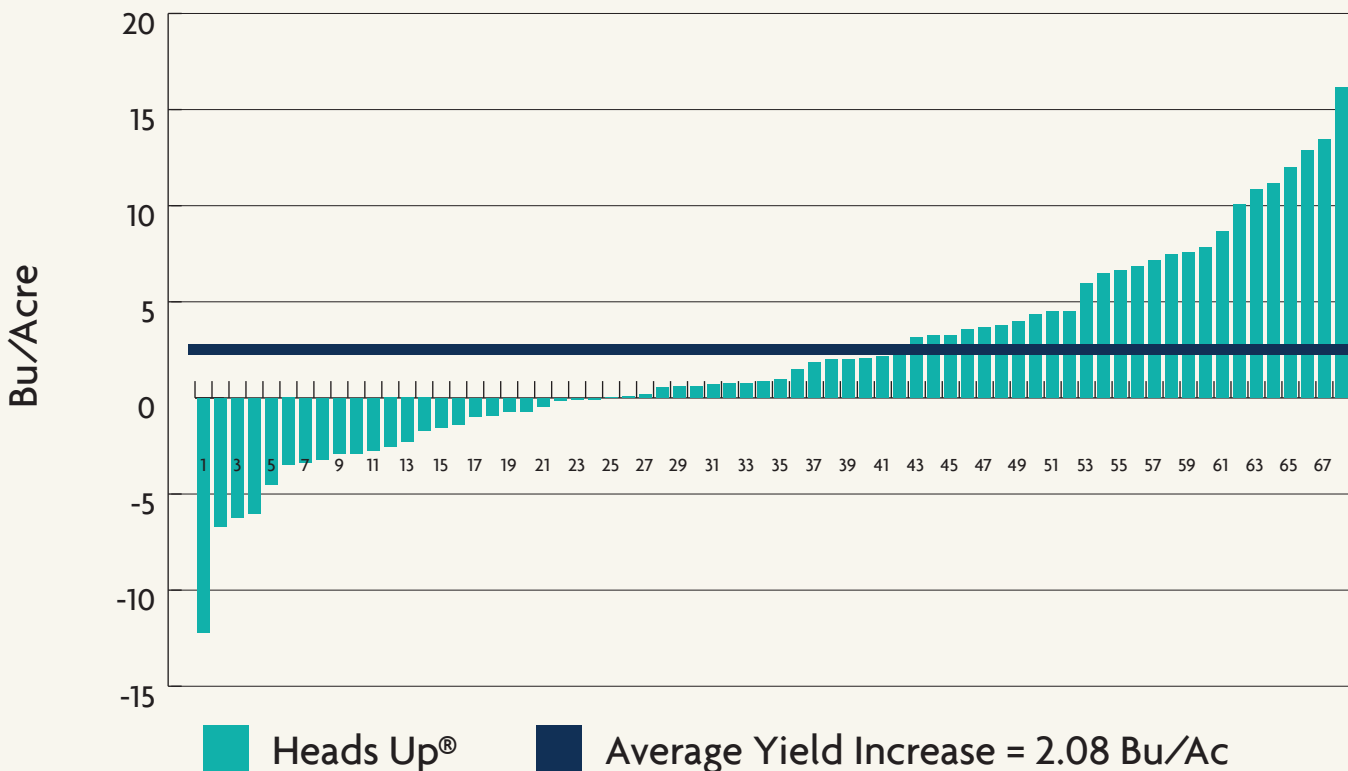
SOYBEAN



HEADS UP® SUMMARY, 2005-2015

- **LOCATIONS:** IA, IL, MN, MI, WI, KY, IN and ONTARIO
- **RR VARIETIES:** P92M76, P92M40, P92Y75, AG1835, DL2340, P92Y51, P22T69R, P92Y60, P25T51R, P93Y83, P33T72R, NCSRPI, NCSRPI2
- **DATA SOURCE:** ISU and Heads Up®
- *Avg. yield benefit of Heads Up® either alone or with Commercial Seed Treatment was 2.08 Bu/Ac
- Heads Up® also suppresses white mold due to SAR Mode of Action (Systemic Acquired Resistance)

AVERAGE Bu/Ac INCREASE FROM ADDING HEADS UP® W/ COMMERCIAL SEED TREATMENT ACROSS 68 SITES; 2005-2015



“By pooling the data from universities of several states and from historical tests, we found that Heads Up® has the potential to increase soybean yield by suppressing soybean sudden death syndrome and white mold”

- Dr. X.B. Yang, ISU

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