

HEADLINE on lentils



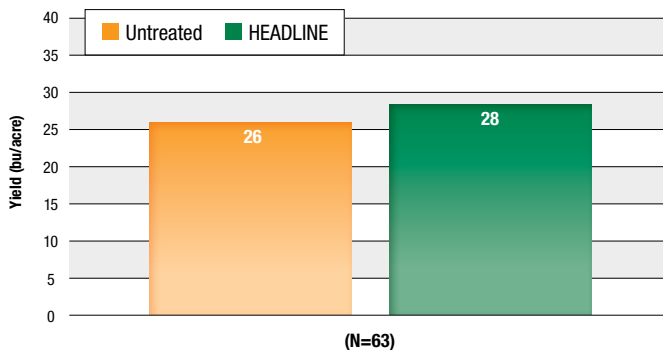
Plan to apply HEADLINE on lentils

Growing high-quality lentils requires special effort. That's why more and more lentil growers have come to rely on HEADLINE® fungicide. HEADLINE provides the best protection against early-season anthracnose and *Ascochyta*. But what makes HEADLINE unique is *AgCelence*™. *AgCelence* is the optimized plant health that's only available with the active ingredient in HEADLINE. Read on to see how *AgCelence* can translate into a higher yielding, high quality crop with improved harvestability.

Yield increase

In over 60 grower trials during the past four years, HEADLINE has helped growers realize the true potential of their lentil crop. HEADLINE protects the crop from disease, improves productivity and delivers a consistent return on investment.

Average annual yield increase of 2-3 bu/ac



Source: 2006-2009 grower trials in Saskatchewan.



The science of *AgCelence*

When it comes to *AgCelence*, seeing is believing. In thousands of on-farm trials, growers in Canada and around the globe have experienced the greener leaves, stronger stems and larger seeds that a planned application of HEADLINE can deliver. At harvest, growers benefit in the ways that matter most: improved crop yields, quality and harvestability.

How does *AgCelence* work?

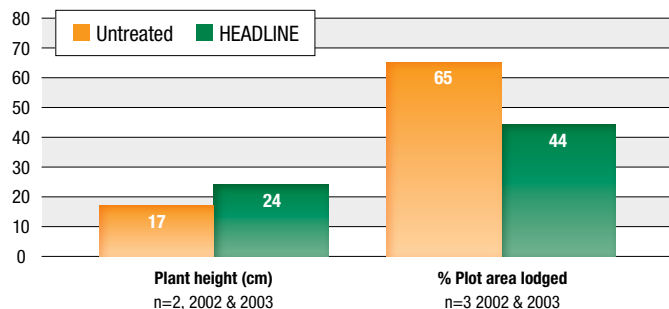
Research results and grower experience show that the yield benefit of HEADLINE begins with superior disease control, which means that:

- The crop is not fighting disease so it can more efficiently convert carbon and nitrogen to improved growth and production
- Treated plants are better able to tolerate short periods of cold, heat and drought stress.

Other products might make similar claims, but growers have proven that only HEADLINE delivers the unique benefits of *AgCelence*.

Stronger Stems

HEADLINE can significantly reduce lodging. Because plants are more upright, growers benefit from improved harvestability.



Improved Plant Health

Plants treated preventatively with HEADLINE have less disease and are better able to grow efficiently, tolerate short-term environmental stresses and reach their full yield potential.



Source: GrowForward Yield Challenge site, Elbow, SK, 2007.

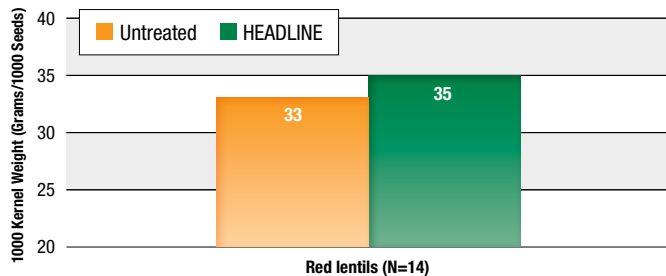
What Growers Are Saying

“HEADLINE works well. We’ve never really had a disease problem on anything we’ve sprayed. And certainly the standability of what I’m seeing now makes it a lot easier to harvest. I’ve probably gained as much that way as anything.”

Rob Stone, Davidson, SK

Larger harvested seeds

HEADLINE can increase the seed size of your harvested crop, and contribute to higher yields and quality.



For best results

To maximize *AgCelence* benefits, plan to apply HEADLINE preventatively, before the onset of disease symptoms, between first flower and full flower.

Ideally, you should apply HEADLINE before canopy closure to allow penetration of the fungicide into the lower canopy and onto the stems. If growing conditions are moist and favourable for the development of white or gray mold, apply LANCE® 10 to 14 days after HEADLINE application.

Application rates

Apply HEADLINE at a rate of 160 mL/ac (40 acres per 6.5 L jug). Use a minimum water volume of 10 imperial gallons per acre for ground applications or 5 imperial gallons per acre by air.

CLEARFIELD lentils: One more path to better returns

There’s plenty to think about when you grow lentils. But with the **CLEARFIELD**® Production System for Lentils, you can strike weed control off your list. Apply ODYSSEY® DLX herbicide followed by a preventative HEADLINE application to superior **CLEARFIELD** lentil varieties to maximize your lentil returns.

To find out more about HEADLINE, call AgSolutions® by BASF at 1-877-371-BASF (2273) or visit agsolutions.ca

Always read and follow label directions.

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