

HEADLINE on peas



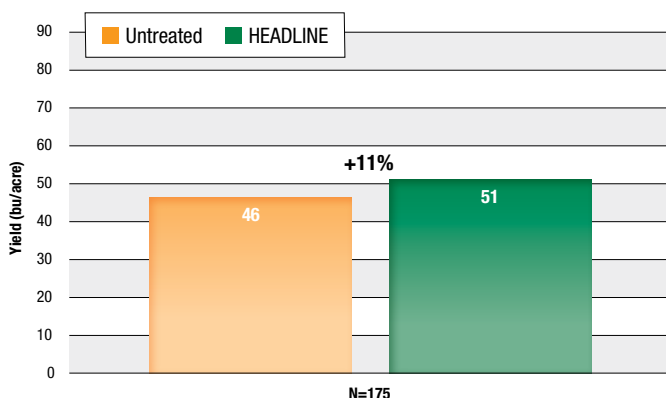
Plan to apply HEADLINE on peas

More and more pea growers have come to rely on HEADLINE® fungicide to maximize their returns in peas. It starts with HEADLINE for superior control of *Mycosphaerella* blight and powdery mildew. 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 175 trials over the past 7 years, HEADLINE boosted pea yields by an average of 11%, or 5 bushels an acre. Over 40% of these growers more than doubled their return on investment.

Average yield increase of 11%



Source: 2003-2009 grower trials, Western Canada.



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 grains 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:

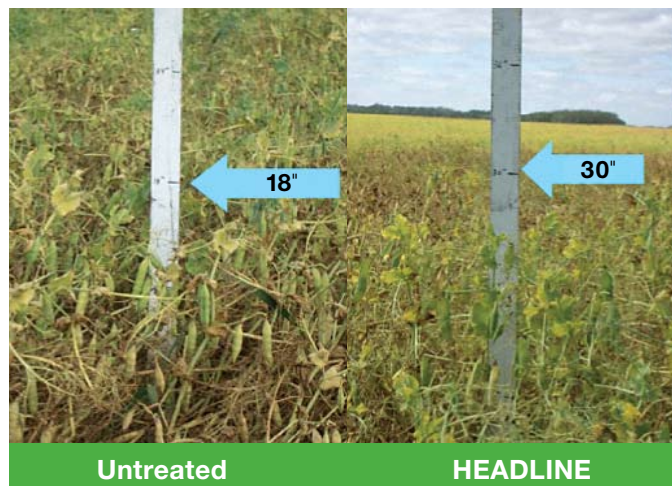
- The crop is not fighting disease so it can more efficiently convert carbon and nitrogen to improved growth and production
- Treated plants are better able to tolerate short periods of cold, heat and drought stress.

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

Improved plant health

Stronger stems

Significantly less lodging is one of the advantages that growers have experienced with a planned application of HEADLINE. As a result, they benefit from improved harvestability.



Source: 2005 grower trial, Hague, SK.

Green leaves

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.

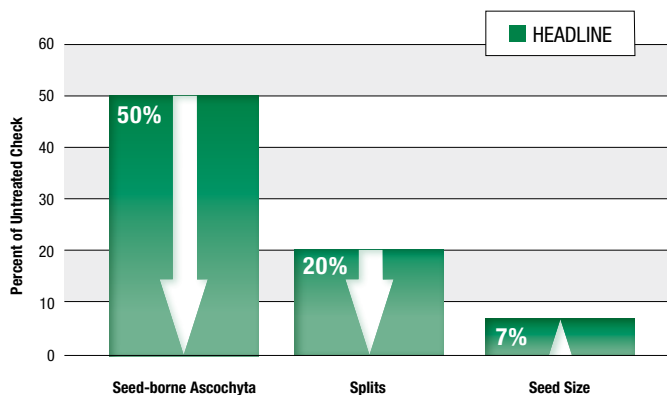


Source: 2003 grower trial, Estlin, SK.

Improved seed quality

Analysis of seed samples has shown that HEADLINE has improved seed size by an average of 7%, reduced splits by 20% and provided a 50% reduction in seed-borne *Ascochyta*.

Consistently higher yield and better seed quality



Source: Analysis of seed samples completed by Discovery Seed Labs and Richardson International Grain Quality Lab. Seed collected from grower trials from 2003-2009.

What growers are saying

“The performance of HEADLINE was excellent. HEADLINE worked the way it’s supposed to work and it got us the increased yield we were expecting. I am very pleased with the yield increase and improved quality of peas that HEADLINE gave us this year.”

Ryan Murray, Decker, MB

For best results

To maximize *AgCelence* benefits, apply HEADLINE preventatively before the onset of disease symptoms, at early flower and before canopy closure. If growing conditions are moist and favourable for the development of white or gray mold apply LANCE® 10-14 days after HEADLINE.

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 gal./ac for ground applications or 5 gal./ac by air.

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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