

HEADLINE on cereals



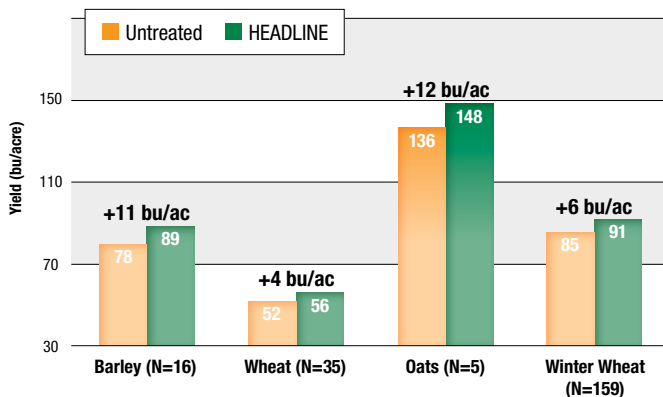
Plan to apply HEADLINE on cereals

More and more growers have come to rely on HEADLINE® fungicide in their cereal crops. HEADLINE is an innovative, broad-spectrum fungicide delivering a new level of disease control. 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 200 grower trials, HEADLINE has helped cereal growers maximize their yield and returns. Depending on the crop and location, that yield improvement has ranged from 7% to 14%.

Yield increase of 7-14%



Source: Grower-applied trials in Alberta, Saskatchewan, Manitoba, Ontario and Quebec.



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:

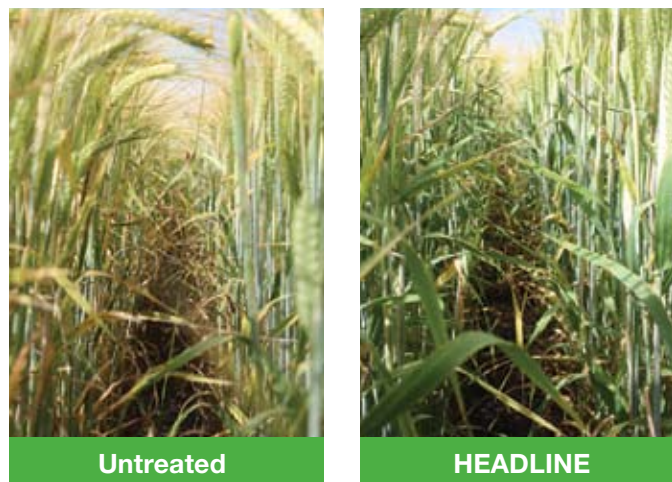
- The crop is not fighting disease so it can more efficiently convert carbon and nitrogen to improved growth and production
- Treated plants are better able to tolerate short periods of cold, heat and drought stress.

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

Improved plant health

Healthier plants

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: 2009 IHARF barley trial.

Greener plants

A study at the University of Saskatchewan evaluated the benefits of HEADLINE application at the flag leaf stage on a plant's ability to tolerate environmental stresses. HEADLINE treated plants were better able to tolerate drought stress as demonstrated by greener plants that photosynthesized more efficiently.



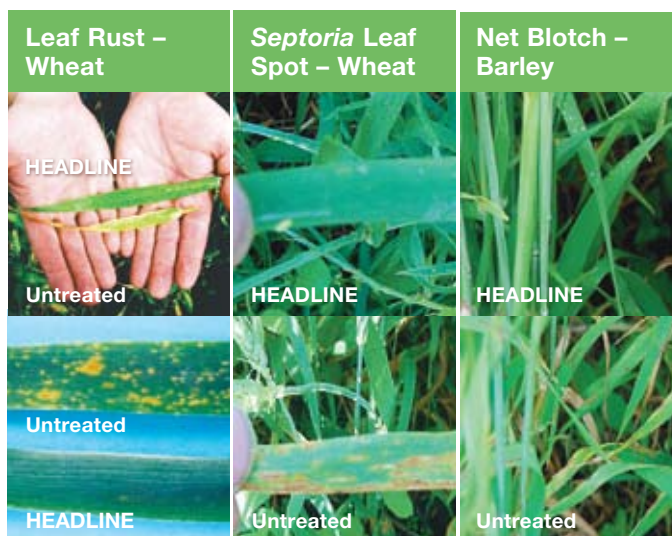
Source: 2008 University of Saskatchewan plant physiology study.

Always read and follow label directions.

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Premium disease control

HEADLINE delivers unprecedented control of key leaf diseases in wheat (tan spot, *Septoria* leaf spot, spot blotch, leaf rust and powdery mildew), barley (net blotch, spot blotch, stripe rust and scald) and oats (crown rust).



For best results

To maximize *AgCelence* benefits, HEADLINE should be applied preventatively, before the onset of disease symptoms. To maximize yield in cereals, it is important to protect the flag leaf. Therefore, the optimum time to apply HEADLINE fungicide is immediately at or after the flag leaf has fully unrolled.

When more than one fungicide application is planned, HEADLINE may be tank-mixed with your herbicide application. The second application should follow at the flag leaf stage or at heading (with an appropriate fungicide for control of *Fusarium* head blight).

Application rates

Apply HEADLINE at a rate of 120-160 mL/ac (40-55 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.

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

