

# HEADLINE on flax



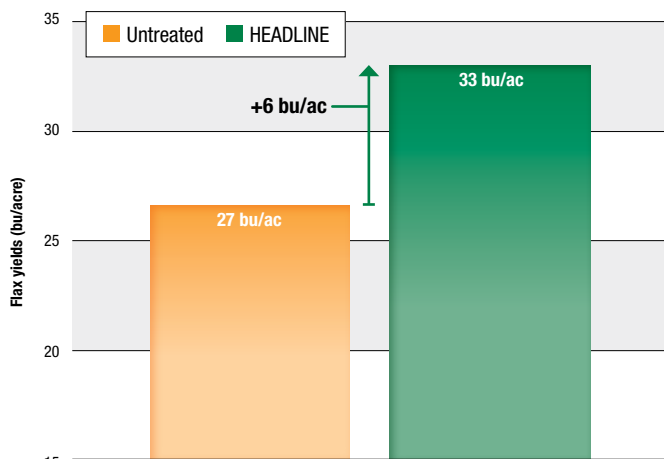
## Plan to apply HEADLINE on flax

More and more growers have come to rely on HEADLINE® fungicide to maximize their returns in flax. It starts with HEADLINE for superior control of pasmo (*Septoria linicola*). 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 18 grower trials in 2009, HEADLINE boosted flax yields by an average of 6 bushels per acre.

### Average yield increase of 6 bu/ac



Source: 2009 grower trials, Western Canada (N=18).



## 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 stalks 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.

## Pasmo damage and symptoms

Pasmo damages yield and quality by causing flax to ripen too early. Early infections are characterized by brown spots on the leaves. As the disease progresses, noticeable brown banding appears on the stem and leaves drop. Ultimately, there is reduced seed fill and boll drop. By preventing pasmo with HEADLINE, you can add bushels to your yield.



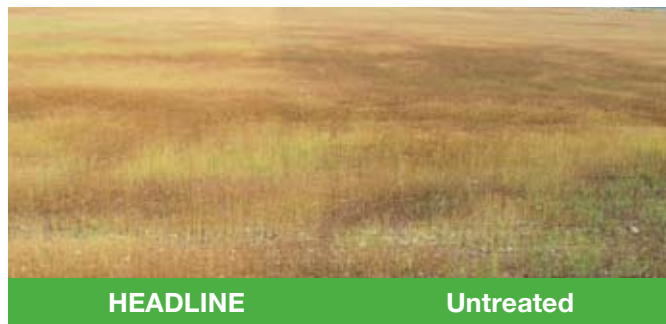
Early-season pasmo symptoms



Late-season pasmo stem symptoms

## Improved plant health

Growers say that, after applying HEADLINE, they see benefits that last right through to harvest. These benefits are the result of *AgCelence* and superior disease control. Flax fields that receive a preventative treatment of HEADLINE are more uniform, do not ripen prematurely and show less lodging. As a result, growers report an improved harvest.



Source: 2006 Saskatchewan grower trial.

## For best results

To maximize *AgCelence* benefits, apply HEADLINE before the onset of disease symptoms, at mid-flower (7-10 days after first flower).

Apply at 0.3 L/ha (120 mL/ac) with a minimum of 100 L/ha water (10 gal./ac) for ground application or 50 L/ha (5 gal./ac) water for aerial application.

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

Always read and follow label directions.

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