

Traditional fungicides kill the disease producing organism directly, but they do not increase the plant's disease resistance.

HeadsUp® offers another approach.

*Q: How does HeadsUp® work?
What is the mode of action?*

A: HeadsUp® is a signalling plant activator.

All plants have natural disease defence abilities:

- Plants have the ability to stimulate protective chemical pathways inside themselves to fight disease (pathogen) attack.

- To become effective these natural defence pathways need to be signalled or turned on (elicited).

- To start the signal to produce these defences, a plant usually has to experience an attack by the disease - by then disease damage may have already begun. This lowers vigour and plant health, ultimately decreasing the yield.

The Benefit of HeadsUp®:

- HeadsUp® as a seed treatment will stimulate a warning signal to the germinating plant.

- This early warning will start the production of disease defence pathways in the plant before infections can get a start.

The result:

- HeadsUp® seed treatment will allow the plants to control disease attacks earlier than normal defence call up. Thus, allowing them to grow to higher yields and better quality.



HeadsUp® Seed Treatment is an EPA registered Bio-fungicide for use as a preventative systemic disease control in plants.

This activation of the natural defences is a systemic effect protecting all parts of a plant and can often extend throughout the growing season.

A further benefit of HeadsUp® usage is that disease pathogens cannot become resistant to the treatment. The HeadsUp® treatment is not fighting the disease, instead the treated plant is defending itself.

HeadsUp® is all natural in its composition. It is taken directly from nature. We have discovered a method of collecting and transferring the natural plant protection signalling properties of vigorous hardy plants and formulated them into a seed treatment product that will pass this protective activation on to other plants.



Approved by NOP, GOA, JAS, OCIA, Pro-Cert and other Organic Certifying Agencies.

Features and Benefits of HeadsUp® Seed Treatment

- HeadsUp® is safe to the user and the environment. It's made from naturally occurring products.

- HeadsUp® is easy to use. It's a highly concentrated water soluble powder. It mixes easily and does not stick or produce strong offensive odours.

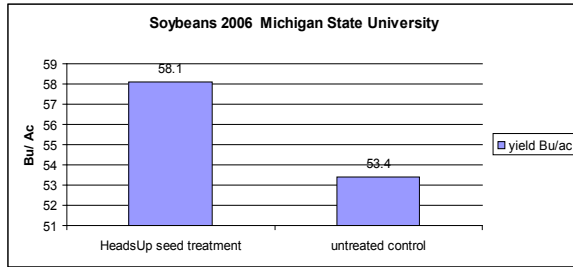
- HeadsUp® contains no living organisms, unlike microbial products, and is not restricted by time limitations between treatment and use. Seed can be treated well in advance of planting - at your convenience.

- HeadsUp® is compatible when mixed with other fungicides and inoculants for enhance disease protection - protecting the young plants from inside and out.

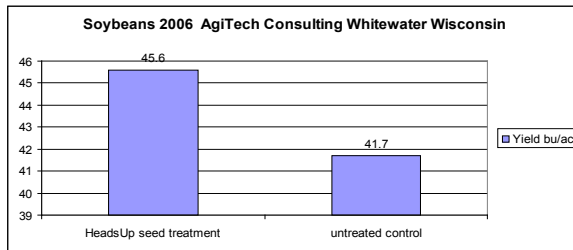
- HeadsUp® is economical protection for cereal and legume crops for low cost and higher returns.

- HeadsUp® protects against seedling disease such as: Rhizoctonia (damping off), Pythium and Fusarium.

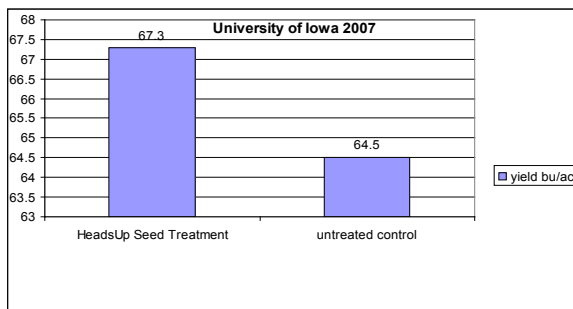
Research Trials – Soybeans



Michigan State University, Dr. Willie Kirk, 2006
- HeadsUp® seed treatment 58.1 bu/ac, + 8.8% yield increase above the untreated control.

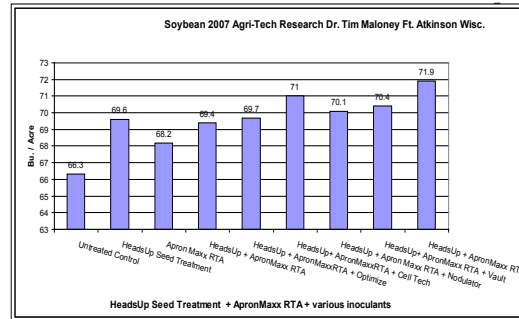


Agri-Tech Consulting, Dr. Tim Maloney, White Water WI, 2006
- HeadsUp® seed treatment 45.6 bu/ac + 9.3% yield increase above the untreated control.

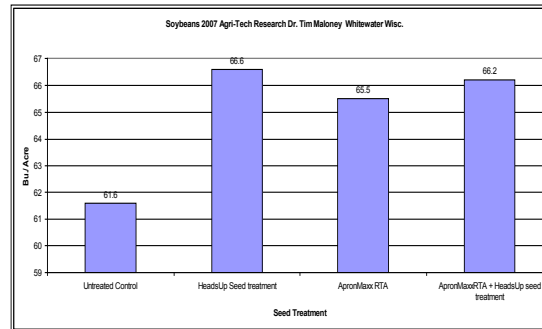


Iowa State University, Dr. XB Yang, Ames Iowa, 2007
- HeadsUp® seed treatment 67.3 bu/ac + 4.3% yield increase above the untreated control.

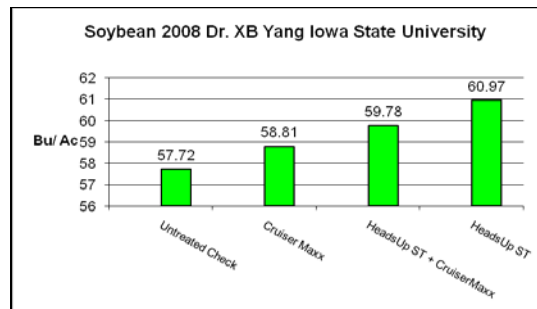
EPA Registration # 81853-1
US Patent Numbers 6,743,752 and 6,482,770



HeadsUp Seed Treatment + ApronMaxxRTA + various inoculants.*



Soybeans 2007 Agri-Tech Research Dr. Tim Maloney Whitewater Wis.*



Soybean 2008 Iowa State University, Dr. XB Yang, Ames Iowa*

*Cell-Tech® and Optimize® are Trademarks of EMD Crop BioScience
*Excalibre® is a Trademark of Advanced Biological Marketing *Apron Maxx RTA® and CruiserMaxx® are Trademarks of Syngenta Crop Protection
*Vault® and Nodulator® are Trademarks of Becker Underwood Ltd.



Seed Treatment

Registered for use on:
Soybeans, Corn, Potato, Tomato, Peas, Beans and Wheat.

A New Era in Plant Health Care



Soybean Research Trial - Agri-Tech Consulting, White Water, Wisconsin, 2007.

The HeadsUp® treated plants on the left are demonstrated to be healthier and more vigorous than the non-treated plants on the right.

Ask your dealer for
HeadsUp® Seed Treatment
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