

HEADLINE on canola



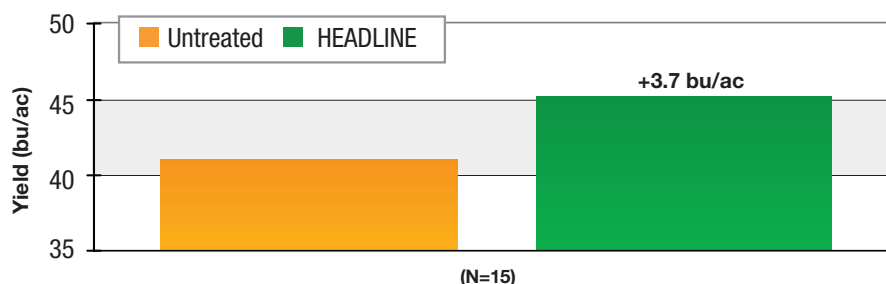
Push your canola to new heights

Growers now have the opportunity with HEADLINE® fungicide, to maximize their returns in canola. HEADLINE provides superior protection against blackleg and Alternaria black spot. But what makes HEADLINE unique is *AgCelence*™. *AgCelence* is optimized plant health that's only available with the active ingredient in HEADLINE. Read on to see how HEADLINE can help you push your canola to new heights.

Yield increase

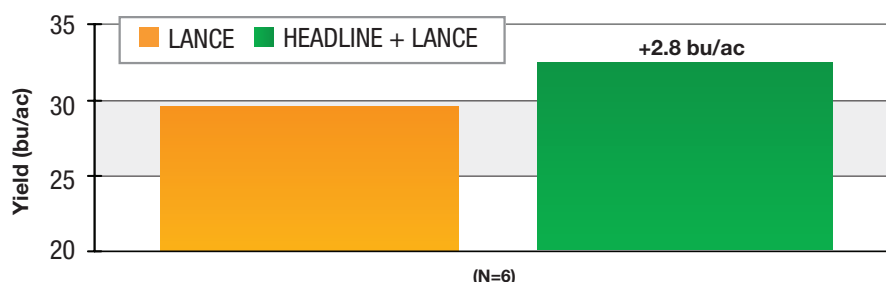
Growers can see a 3 to 4 bushels per acre yield increase when adding HEADLINE into their management practices, either with a herbicide or later when applied with LANCE® for Sclerotinia control.

Improved Yield when applied at Herbicide Timing



Source: 2007-2010 BASF Research Trials when HEADLINE applied at Herbicide Timing (all canola systems)

Improved Yield when HEADLINE added with LANCE at 20 to 50% bloom stage



Source: 2008-2010 BASF research trials applied at 20 to 50% bloom timing, with LANCE fungicide.

Rate of HEADLINE used at both the Herbicide Timing and 20 to 50% bloom stage in above trials was low rate of 0.3L/ha



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 and stronger stalks 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*.

Blackleg and Alternaria black spot damage and symptoms

Blackleg (*Leptosphaeria maculans*) and Alternaria black spot are widespread diseases in canola. Blackleg spore dispersal can begin as early as May, with subsequent disease appearing as greyish white lesions on leaves and stems. For long-term sustainability, growing canola one year in four on a field is still the best practice. Growers shortening rotations should consider additional Integrated Pest Management strategies for disease. Using HEADLINE early to help prevent blackleg can add bushels to your yield.

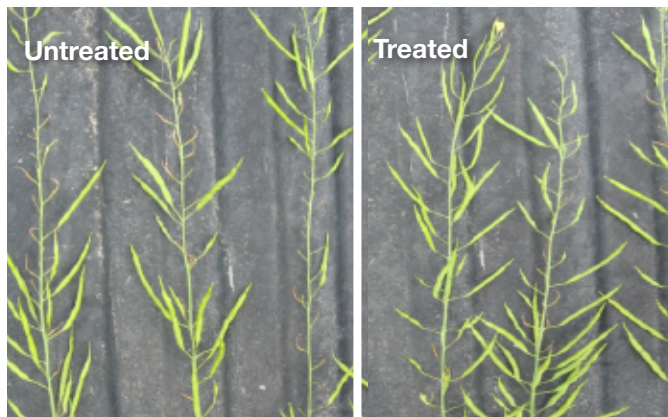
Alternaria black spot effects are not easily identifiable until maturity. The disease appears as alternate circular zones of brown and dark brown lesions on leaves and black spots on stems and pods. Unchecked progress of the disease can result in shriveled seeds and reduced yield. Using HEADLINE at 20-50% bloom, with applications of LANCE for Sclerotinia, can significantly increase yield.

Improved Plant Health - AgCelence

Canola fields treated with HEADLINE have less disease and are better able to grow efficiently, tolerate short-term environmental stresses and reach their full yield potential. These benefits are the result of AgCelence and superior disease control.



Source: 2009 Research Authorization, Swan River, MB



Source: 2010 Research Authorization, Strasbourg, SK

For best results

HEADLINE should be applied preventatively, before the appearance of blackleg disease symptoms. To maximize AgCelence benefits, apply at the 2 to 6-leaf (rosette) stage.

Alternatively, for AgCelence benefits and Alternaria black spot, HEADLINE can be applied at 20-50% bloom for suppression or at the early pod stage for control.

HEADLINE provides flexibility and can be tank-mixed with canola herbicides for early application or with Sclerotinia fungicides for later application.

Application rates

Apply HEADLINE at 0.3 to 0.4 L/ha (120 to 160 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. Use the higher rate under heavy disease conditions.

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.

AgSolutions, HEADLINE and LANCE are registered trade-marks and AgCelence is a trade-mark of BASF. © BASF Canada Inc.



HEADLINE®
F U N G I C I D E