



# CROPTALK

WHAT'S NEW  
WITH BAYER  
PRODUCTS

## This is not the year to skip seed treatment

**T**here's an old British saying: "penny-wise, pound-foolish" that refers to people who are so focused on saving their pennies, they often overlook the dollars (or pounds) they could have had.

It's not a judgment — we've all done it. If you've ever bought cheap T-shirts, for instance, only to have them fall apart in no time so you have to buy new ones. In the end, you wind up spending more than if you'd bought higher quality shirts in the first place.

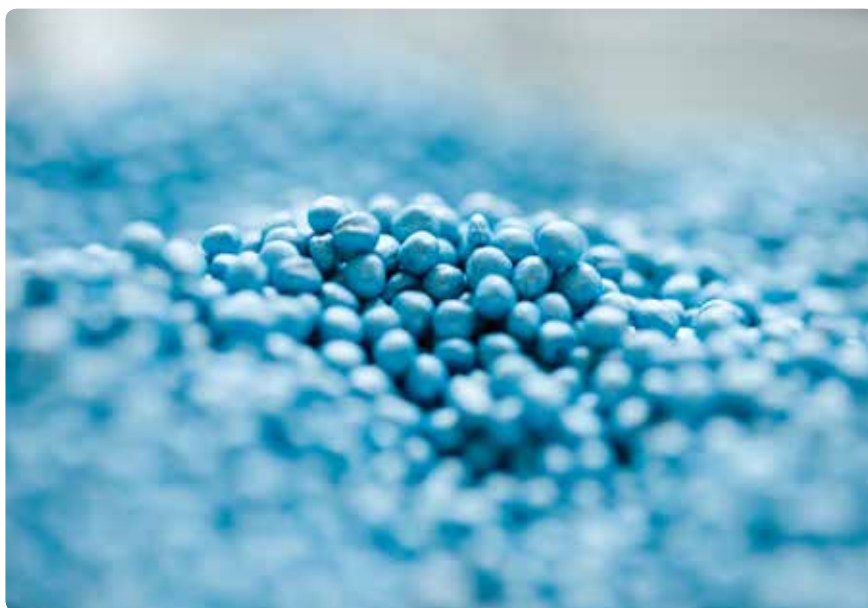
The desire to cut costs is totally understandable, says Scott Barr, SeedGrowth Specialist with Bayer, particularly after the last couple of growing seasons complete with erratic weather and, in the West at least, a lot of crop left standing in the snow.

"Unfortunately, a seed treatment is often one of the first things farmers cut," says Barr. "It shouldn't be. There are other ways to manage inputs that don't put seed health at risk from what I call the trinity of threats: seed-borne disease, soil-borne disease and insect pressure."

For cereal, soybean, potato, pulse crops, seed treatments are a valuable tool and one Barr says growers should make use of in 2020. "Given the poor harvest conditions last year and the consequent hit to seed quality, seed treatments have a critical role to play this spring," he says. "The best defense against seed- and soil-borne disease is seed testing and applying a good seed treatment."

Seed treatments can also help improve seedling vigour and help young plants cope with early-season stressors such as cool soil, which can leave them vulnerable to disease and insect pressure.

"Seed is a big investment," says Barr.



"Using a high-quality fungicide seed treatment is a good insurance policy; a way to ensure your investment is protected."

### **BAYER HAS YOUR SEED COVERED**

Bayer offers a leading lineup of high-quality fungicide seed treatments for on-farm use so you can make sure your crops get the best possible start.

**Raxil® PRO** combines three different fungicides that provide contact and systemic protection against key cereal diseases, including seed- and soil-borne *Fusarium graminearum* and all four types of smut in barley and oats.

**Trilex® EverGol®** is a fully customizable fungicide seed treatment with three active ingredients to protect vulnerable,

pulse crops against key diseases, like botrytis and root rot caused by fusarium, pythium and *Rhizoctonia solani*.

**EverGol® Energy** offers systemic and contact protection against the most significant seed- and soil-borne diseases in soybeans and pulses, including early season root rot and seedling blight caused by *Rhizoctonia solani*, *Fusarium* spp. and *Pythium* spp.

**Emesto® Silver** is the fungicide seed-piece treatment for potatoes that growers used to access in the Titan® Emesto co-pak. Now available as a standalone product, Emesto Silver still provides the unique red colourant to visually show its coverage as the same control against seed- and soil-borne fusarium, tuber rot and seed-borne rhizoctonia.

PHOTOS: TOP: GETTY IMAGES





## Protecting root and soil health in tough times

**F**ast crop emergence and good stand establishment are what every farmer wants to see in the spring. Both improve when plant roots are healthy and functioning well, allowing for efficient uptake of nutrients and moisture. Seed treatments are a key tool in delivering on these goals.

Most seed treatments have some systemic activity that grows with roots and shoots, protecting them from seed- or soil-borne diseases as plants establish. But it's a one-time opportunity when it comes to seed treatments — once untreated seed is planted, it's hard to fix in-season especially if growing conditions are far from ideal.

Bayer has a number of crop protection

options to improve root and soil health to ensure a strong start to your crop.

For example, **Emesto® Silver** potato fungicide seed-piece treatment that protects potato seed-pieces and their newly established root systems from seed- and soil-borne diseases including fusarium, tuber rot and seed-borne rhizoctonia.

**Velum® Prime** nematicide is applied in-furrow to provide defense against verticillium wilt by suppressing three different nematodes (root lesion, root knot and potato cyst) and plays a role in protecting your crop from early blight and black dot, all of which results in a higher yield at harvest.

**Serenade® SOIL** fungicides can be

applied in-furrow or by soil drench to form a disease protection zone around the seed and roots. It's a biological fungicide for suppression of fusarium root rot, soil-borne rhizoctonia, pythium root rot and it does not have any MRL or residue concerns.

To find out more about Bayer's leading line of potato products visit [cropscience.bayer.ca](http://cropscience.bayer.ca) and get more from your crop this year.



PHOTO: BETTY IMAGES



## BayerValue rewards from seed to harvest



The 2020 **BayerValue™ Rewards Grower Program** was built around the principle of supporting good agronomic decision-making on your farm.

The BayerValue Rewards program was designed to let you build rewards around your whole farm needs, so you can choose the products that make the most agronomic sense, from planting to harvest, and still save.

You'll save up to 18% on Bayer product purchases just like you always have. And now, through **Mix It Up™** Rewards, you can also save on purchases of a variety of pre-seed herbicide tank mix partners to go with your Roundup® branded products.

Mix It Up Rewards is designed to support and reward your agronomic efforts to manage and delay herbicide resistance on your farm. Choose from the many options of pre-seed tank mix partners available and save up to \$2 per acre.

And if you're ready to take the next step toward digital farming and see how this technology can help your farm, we've also added a **1% Climate FieldView™ Bonus**.



**Sign up today and start saving the agronomic way.  
Talk to your Bayer representative or visit  
[GrowerPrograms.ca](http://GrowerPrograms.ca) to find out more.**

## Still deciding what to plant?

**B**y now, you've probably locked in some seed decisions and, if you're like most farmers, you've left some room for last minute choices.

Making those decisions can be tough — there's a lot of information to consider and assess. It's easy enough to find out a variety's disease ratings, whether it has long, short or mid-season maturity, yield profiles and more. But what seed choice often comes down to is how a variety will perform in your growing region and specific location.

DEKALB is here to help with our Market Development (MD) seed trial maps that include granular information on variety performance, region by region, township by township. Our seed trials show you year-over-year results from hundreds of local cooperator trials across Canada that you can use to find out what will grow best on your farm.

Visit [DEKALB.ca](http://DEKALB.ca) to see our complete list of canola, corn and soybean products, complete with agronomic notes and ratings, and to check out our seed trial maps. The 2019 results are up now!

While you're there, find a Bayer representative close to you — we're here to answer any questions you have and help you find out which products are best suited to your growing conditions and understand which products will help you get MORE from DEKALB and Bayer.

