

# ADVANCED AERONOMY BOOTCAMP

THE POWER OF WE®



WILBUR-ELLIS®

# ADVANCED AGRONOMY BOOTCAMP



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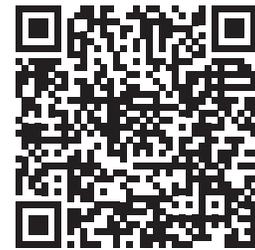
# PURPOSE & INTENT

This Advanced Agronomy Bootcamp is designed to provide basic overviews of the key agronomic knowledge needed for understanding the science behind our Wilbur-Ellis branded products. The overall goal is to advance your knowledge base and grow your confidence in how best to present and position these products to your customers so that they can maximize their ROI when using our products.

The Advanced Agronomy Bootcamp is intended to:

- Advance your understanding of Wilbur-Ellis Branded Technologies
- Improve your understanding of how to position these products with your customers
- Expand your confidence in providing solutions to agronomic challenges of your customers
- Grow your value as a trusted adviser to your customers

SCAN THE QR CODE TO DOWNLOAD THE BOOTCAMP ASSETS



# QUICK REFERENCE

# ACTIVES

## Abiotic Stress Management

Product	Positioning	Active Ingredient	Pounds of AE/AI	Major Crops	Formulation
<b>CHILLAX™</b>	CHILLAX™ is a flowable micronized dispersion of calcium carbonate designed for foliar applications and is recommended for use as a protectant against heat stress and sunburn.	Calcium Carbonate	60% by weight	Agriculture, greenhouse, and nursery	Liquid
<b>DIFFUSION®</b>	DIFFUSION is a liquid calcium carbonate product that helps manage light and reduce heat stress, resulting in more efficient water usage. The calcium carbonate crystals in DIFFUSION reflect light while their porous nature does not interfere with photosynthesis.	Calcium Carbonate	60% by weight	Agriculture, greenhouse, and nursery	Liquid
 <b>DIFFUSION O</b>	DIFFUSION O is a liquid calcium carbonate product that helps manage light and reduce heat stress, resulting in more efficient water usage. The calcium carbonate crystals in DIFFUSION O reflect light while their porous nature does not interfere with photosynthesis.	Calcium Carbonate	60% by weight	Agriculture, greenhouse, and nursery	Liquid

## Fungicide

Product	Positioning	Active Ingredient	Pounds of AE/AI	Major Crops (PM: Labeled For)	Pests Controlled	Formulation
<b>BAJA®</b>	BAJA is a FRAC 7, FRAC 9 systemic fungicide for grapes to control Powdery Mildew and Botrytis. BAJA consistently protects shoots and leaves and provides disease control on clusters to reduce Botrytis.	Fluopyram Pyrimethanil	1.04 lb/gal 3.12 lb/gal	Grapes	Botrytis, Powdery Mildew	Liquid
 <b>ROMEO CA</b>	A preventive biofungicide that signals plants to produce compounds to control various plant pathogens.	Cerevisane	0.23 - 0.91	Multiple crops	Powdery and Downy Mildew, botrytis	WP
 <b>SONATA®</b>	Reliable, versatile component of a sustainable resistance or residue management program.	Bacillus pumilus	1-4 pt/A	Multiple crops	Powdery and Downy Mildew, Rusts	Liquid
<b>SPÄRRA™</b>	SPÄRRA is the highest active ingredient loaded EPA registered phosphite in the market which provides broad-spectrum systemic fungicide-bactericide control of downy mildew, powdery mildew, Pythium, Phytophthora, and many other key diseases.	Mono- and di-potassium salts of Phosphorous Acid	7.60 lb/gal	Multiple crops	Downy mildew, powdery mildew, Pythium, Phytophthora, and many other key diseases	Liquid
<b>TARIAN™</b>	Preventative fungicide for control of certain diseases and plant health in rice, pecans, and corn.	Trifloxystrobin Propiconazole	1.04 lb/gal 1.04 lb/gal	Rice, Pecans, Corn. Refer to label for other crops.	Refer to label: Rice - sheath/stem diseases, foliar diseases, panicle diseases Pecans - Anthracnose, Pecan scab Corn - Blights, Rust, Leaf Spots	Liquid

Sulfur	Positioning	Active Ingredient	OMRI Approved	Average Micron Size	Package Size	Formulation
 <b>SPECIAL ELECTRIC® DUSTING SULFUR</b>	A 98% dusting sulfur specially formulated to improve performance. It is a fine sulfur (95% min. passed no. 325 U.S.S. Sieve) and is non-lumping, free-flowing, and excellent adherence to the plants.	98% Sulfur	Yes	34.2 Microns	50 lb bag	Dust
 <b>SULFUR DRY FLOWABLE</b>	SULFUR DRY FLOWABLE is a dust-free, dry flowable sulfur in a granular form. The dry flowable fully disintegrates and easily disperses without formation of foam. It includes fine granules containing sulfur particles of 10 microns or less, and mixes easily in water without any special agitation. The sulfur particles are held in suspension as a dilute or concentrate spray for use by ground or aerial equipment. SULFUR DRY FLOWABLE's increased number of sulfur particles offers superior coverage, while its Spreader-Sticker qualities increase adherence to leaves and fruit and reduce wash-off by heavy rain. It has both Federal and California registrations as a fungicide and miticide on 51 crops.	80% Sulfur	Yes	3 Microns	30 lb bag	Dry Flowable
 <b>WILBUR-ELLIS DUSTING SULFUR</b>	A 98% active sulfur dust formulation made from recovered sulfur. WILBUR-ELLIS DUSTING SULFUR has been ground and sized through a 325 mesh. This product has both federal and state registrations as a fungicide and miticide and is labeled on more than 50 crops.	98% Sulfur	Yes	34.2 Microns	50 lb bag	Dust
 <b>WILBUR-ELLIS SPRAY SULFUR</b>	Spray Sulfur is a sulfur formulation containing 97% sulfur and is an excellent choice for disease management using rotational fungicides.	97% Sulfur	No	>34.2 Microns	50 lb bag	Wettable
 <b>WIL-DRY®</b>	WIL-DRY is designed for use in grapes to combat bunch rot and powdery mildew. For disease control, WIL-DRY must be applied before disease appears. WIL-DRY is formulated as a dust suitable for ground or aerial application through existing equipment.	19.36% Copper Oxchloride 7.11% Basic Copper Sulfate 25% Sulfur 48.53% Other Ingredients	Yes	35 Microns	50 lb bag	Dust

Herbicide						
Product	Positioning	Active Ingredient	Pounds of AE/AI	Major Crops (PM: Labeled For)	Pests Controlled	Formulation
<b>CERANO® 5 MEG</b>	CERANO 5 MEG provides early control of barnyardgrass, watergrass spp, and sprangletop in California rice fields.	Clomazone	2.5 lb AI/50 lb	Rice	Barnyard grass, Watergrass, Sprangletop	Granule
<b>FOUNDATION® TURF HERBICIDE</b>	Containing four active ingredients, FOUNDATION provides multiple modes of action to control a wide spectrum of weed species in turfgrass, non-crop, and other sites.	Triclopyr Sulfentrazone 2,4-D DEA Amine Dicamba	0.50 lb AI/gal 0.06 lb AI/gal 2.00 lb AE/gal 0.20 lb AE/gal	Ornamental Turfgrass, Sod, Non-Crop	Susceptible Annual and Perennial Broadleaf and Brush weeds species (see label for complete list)	Liquid

Insecticide					
Baits	Positioning	Active Ingredient	Major Crops	Package Size	Formulation
<b>SEVIN®5 BAIT</b> Ground Application Only	A 5% carbaryl pellet used on a variety of crops to provide control of many different species of worms, crickets, and ants, as well as darkling beetles, grasshoppers, and sowbugs.	Carbaryl	Asparagus, Broccoli, Cabbage, Cauliflower, Field Corn, Popcorn, Sweet Corn, Cucumber, Melon, Squash, Pistachios (non-bearing only), Tomato, Pepper (see label for full list)	50 lb bag	Pellets
<b>STILETTO®</b> Restricted Use Pesticide Ground and Aerial Applications Approved	A bait with a proven attractant, ideal pellet size, and the insecticidal power of permethrin. An extruded granular pellet, STILETTO controls darkling ground beetles, cutworms, armyworms, and crickets.	Permethrin	Asparagus, Broccoli, Cauliflower, Brussels Sprouts, Cabbage, Field Corn Grown for Seed, Field Corn, Popcorn, Sweet Corn, Cucumber, Melon, Pumpkin, Squash, Eggplant, Onion, Garlic, Pepper, Potato, Tomato, Leafy Vegetables (except Brassica) (see label for full list)	50 lb bag	Pellets

Oils			
Product	General Information	Cautions	Rates
<b>415 SUPERIOR SPRAY OIL</b> <b>440 SUPERIOR SPRAY OIL</b> (OMRI Approved) <b>470 SUPREME SPRAY OIL</b>	415/440/470 are refined phytonomic oils that act as contact insecticides. The 415/440/470 numbers refer to the temperature at which 50% of the oil is distilled. The lower the number the more rapid the evaporation when applied to plants. The term "Fast Break" refers to the oil remaining and water running off the plant quickly. UR rating refers to the measure of phototoxic compounds remaining after distillation and refining.	Spray tank and all lines must be free of any sulfur residue. Allow at least 15 days between oil and sulfur applications; can reduce up to 10 days for grapes. Do not spray water-stressed trees. Do not use when temps are above 90°F. If nighttime temps drop below 32°F do not spray until day temps are above 35°F. To test emulsifier use 200 mL of emulsifier in 8 mL of oil and shake for several minutes. The mixture should be white and creamy.	As a general rule, diluted sprays will be 1-3 gal per acre/100 gal of water, and concentrate sprays will be 3-6 gal per acre. Always refer to the label when determining the proper rate.
 <b>PURESPRAY® GREEN</b>	PureSpray Green is a 435 distillation mid point paraffinic oil.	Spray tank and all lines must be free of any sulfur residue. Allow at least 15 days between oil and sulfur applications; can reduce up to 10 days for grapes. Do not spray water-stressed trees. Do not use when temps are above 90°F. If nighttime temps drop below 32°F do not spray until day temps are above 35°F. To test emulsifier use 200 mL of emulsifier in 8 mL of oil and shake for several minutes. The mixture should be white and creamy.	1-2 gal per acre. 2 gallons being a dormant application and 1 being summer.



# QUICK REFERENCE ADJUVANTS

Product	Product Descriptions	Value Propositions	Principal Functioning Agents %	Equivalent Functionality Of 8.5# AMS	Actual AMS
<b>Advanced Water Technology</b>					
<b>AQUATE® MAX</b>	AQUATE MAX is an advanced formulation of multiple soil surfactants, which include two hydration and two infiltration surfactants.	AQUATE MAX is an advanced formulation of multiple soil surfactants designed to provide excellent infiltration of both water and nutrients into the plant root zone. AQUATE MAX also combines proprietary hydration technology that improves the holding capacity of the soil, resulting in a significant reduction of water and/or nutrient loss below the root zone.	87.30%	N/A	N/A
<b>Drift Reduction Technology</b>					
<b>CROSSHAIR®</b>	Microemulsion oil-based drift reduction adjuvant.	CROSSHAIR is designed for customers wanting to manage the physical drift of their spray material when making applications near and/or next to sensitive crops. With the use of CROSSHAIR, the applicator reduces the risk of off-target crop injury and/or unacceptable crop contamination. It is formulated as an easy-to-use liquid that is generally poured into the spray solution tank mix last but can be used at any time during the application. CROSSHAIR is also very effective in helping deposit more spray droplets onto the plant tissue allowing for more active ingredients to hit the intended target. By delivering both drift reduction and deposition, CROSSHAIR has significant potential for reducing risk associated with spraying pesticides and is a great way to help deliver a positive return on the application investment.	100%	N/A	N/A
<b>EFFICAX®</b>	EFFICAX is a modified seed oil formulated to aid in the deposition of spray droplets.	EFFICAX utilizes proprietary technology and is designed for customers that want to optimize the residual activity from their pre-plant/pre-emergent chemistry. EFFICAX helps to increase the spray deposits of the spray material allowing for better coverage and adhesion to the soil particles which results in enhanced control of early season weed pressures. EFFICAX is for labeled for use in agriculture, forestry, golf course, industrial, non-cropland, roadside, turf, and ornamental.	100%	N/A	N/A
<b>IN-PLACE®</b>	Invert emulsion suspension oil based drift reduction adjuvant that encapsulates the AI.	IN-PLACE is designed for customers wanting to use the best technology to manage physical drift of their spray material when making applications near and/or next to sensitive crops to reduce the risk of off-target crop injury and/or unacceptable crop contamination. Properly mixed, its creation of a positively charged capsule that encloses and captures the spray material, provides the best situation for delivery to and on the intended target. With the encapsulation of the spray material, it protects the application from off-target chemical trespass as well as evaporative loss due to various environmental conditions. IN-PLACE has demonstrated its deposition aid and drift reduction agent characteristics in wind tunnel studies with data that supports its delivering significant reduction in the potential for risk, allowing for a positive return on the application investment.	100%	N/A	N/A
<b>Oil - Blend</b>					
<b>GLACIER-EA®</b>	GLACIER-EA is a 60% methylated seed oil HSMO blended with a nonionic surfactant. Formulated to allow for use at a reduced rate.	GLACIER-EA is a 96% high-concentration formulation, allowing growers the option of using a lower use rate. Specifically designed for customers needing an adjuvant that performs well under a wide range of application variables, GLACIER-EA provides the flexibility to spray in various environmental conditions, with multiple equipment setups and with a variety of products. With its unique proprietary blend of chemistry, GLACIER-EA effectively provides wetting, spreading, and penetration, allowing for the AI to enter the plant more efficiently. GLACIER-EA can be used with herbicides in place of a nonionic surfactant, methylated seed oil, and/or crop oil concentrate. GLACIER-EA has also demonstrated excellent results with systemic fungicides and insecticides. If you're combining different products that require different kinds of adjuvants, or you just need a well-rounded, overall adjuvant, GLACIER-EA is the best option.	96%	N/A	N/A
<b>RENEGADE-EA®</b>	RENEGADE-EA is a patented blend of methylated seed oil, UAN solution, and nonionic surfactant.	RENEGADE-EA is a multifunctional blend for customers needing an oil with the added benefit of nitrogen and a surfactant. RENEGADE-EA is a patented microemulsion of a high-quality MSO at a higher concentration than most competitive products on the market, providing for better retention on a plant surface, and therefore lower use rates. The UAN in RENEGADE-EA provides just enough nitrogen to make the plant more receptive to absorption of the spray solution, creating better penetration of the leaf surface. The UAN and NIS help the plant continue to absorb the AI even after the spray droplet has dissipated. The nonionic surfactant reduces surface tension on the leaf surface, contributing to improved penetration of the AI deposit. With tank mixes becoming more complex, the microemulsion technology in RENEGADE-EA provides flexibility for use with multiple products, often saving growers time and money by reducing a pass through the field.	83.40%	N/A	N/A
<b>SYL-TAC-EA®</b>	SYL-TAC-EA is a premium ESO and silicone blend.	SYL-TAC-EA is a proprietary formulation designed for customers needing to move the AI into the plant efficiently along with providing excellent spreading and wetting of the spray material. The translaminar effect of SYL-TAC-EA provides the ability to move locally systemic spray materials from the top of the leaf all the way through to target pests on the underside of the leaf. SYL-TAC-EA is the best choice for use with translaminar insecticides and fungicides, but can also be used with both contact and systemic herbicides. SYL-TAC-EA has excellent crop safety, making it the best choice for a variety of sensitive crops.	100%	N/A	N/A
<b>Oil - Pure</b>					
<b>COMPETITOR®</b>	COMPETITOR is a modified vegetable oil formulated with a blend of nonionic surfactants.	COMPETITOR is a proprietary formulation specifically designed for the customer making aquatic herbicide applications using spray materials that recommend an oil-based surfactant. It contains a nonionic emulsifier system that allows for easy mixing. Though it can be used with terrestrial herbicides and insecticides, it is best suited for aquatic use in our vegetation management markets, making it a great choice for aquatic applications.	98%	N/A	N/A
<b>HASTEN-EA®</b>	HASTEN-EA is a modified vegetable oil developed as a penetrating/surfactant concentrate with excellent wetting and penetrating characteristics.	HASTEN-EA is patented ethylated seed oil formulation, making it a safer product to use on sensitive crops. HASTEN-EA is designed for customers using systemic spray materials that will benefit from excellent wetting and penetration, allowing the AI to move into and throughout the plant for higher efficacy. With its broad use in insecticides and fungicides, HASTEN-EA can be used in both concentrate or dilute applications for handling flexibility in spraying ground, air, backpack, or chemigation.	100%	N/A	N/A
<b>MOR-ACT® ADJUVANT</b>	Paraffinic oil and surfactants (85/15)	MOR-ACT ADJUVANT is designed for the customer making applications that recommend the addition of a crop oil concentrate. It provides the penetrating activity of a phytoabland oil with the wetting and dispersing characteristic of a surfactant. MOR-ACT ADJUVANT can be tank mixed with herbicides, fungicides, and plant growth regulators allowing for the greatest potential return on the application investment.	98%	N/A	N/A
<b>SUPER SPREAD® MSO</b>	100% modified vegetable oil/surfactant blend.	SUPER SPREAD MSO is a 100% modified vegetable oil-surfactant blend formulated for customers applying herbicides that require the addition of a modified seed oil to enhance performance. It has wetting and penetrating properties to aid in the movement of the spray solution through a plant's waxy cuticle. It can be used in place of a nonionic surfactant and/or crop oil concentrate when the manufacturer's product label allows. SUPER SPREAD MSO is a quality modified seed oil that when used allows for the greatest potential return on the application investment.	100%	N/A	N/A



Surfactant Type	Surfactant Content	Oil Type	Oil Content	Water Conditioner Func.	Built-in Tank Mix Defoamer	Mineral Antagonism Tie-Up	pH Effect	DRT	Deposition	Spreader	Sticker	Enhances Uptake	Invert Emulsion Suspension	Macro Emulsion	Micro Emulsion	NPE Free	Mixing Caution	Aquatic	WA Only Aquatic	Organic	CPDA Certified	Signal Word	Product
<b>Advanced Water Technology</b>																							
Blend of Anionic and Nonionic	Proprietary	N/A	N/A	No	No	No	No	No	No	Yes	No	No	No	No	No	Yes		No	No	No	No	Warning	<b>AQUATE® MAX</b>
<b>Drift Reduction Technology</b>																							
N/A		MSO	Proprietary	No	No	No	No	Air and Ground	Air and Ground	No	No	No	No	No	Yes	Yes	GoldSky® or water temp below 34 degrees	Yes	No	No	Yes	Warning	<b>CROSSHAIR®</b>
N/A	N/A	MSO	Proprietary	No	No	No	No	No	Yes	No	No	No	No	No	Yes	Yes		No	No	No	No	Warning	<b>EFFICAX®</b>
N/A	N/A	MSO and Mineral Oil	Proprietary	No	No	No	No	Air and Ground	Air and Ground	No	No	No	Yes	No	No	Yes	Mixing Sequence is Critical	Yes	NO	No	NO	Warning	<b>IN-PLACE®</b>
<b>Oil - Blend</b>																							
Nonionic	30.40%	MSO	83.3	No	No	No	No	No	No	Yes	No	Yes	No	No	No	Yes		Yes	Yes	No	Yes	None	<b>GLACIER-EA®</b>
Nonionic	19.45%	MSO	40.84	No	No	No	No	No	No	Yes	No	Yes	No	No	Yes	Yes		Yes	Yes	No	Yes	Warning	<b>RENEGADE-EA®</b>
Nonionic	40.00%	ESO	N/A	No	No	No	No	No	No	Yes	No	Yes	No	No	No	Yes		Yes	Yes	No	Yes	None	<b>SYL-TAC-EA®</b>
<b>Oil - Pure</b>																							
Nonionic	N/A	ESO	104.73	No	No	No	No	No	No	Yes	No	Yes	No	No	No	Yes		Yes	Yes	No	Yes	None	<b>COMPETITOR®</b>
Nonionic		ESO		No	No	No	No	No	No	Yes	No	Yes	No	No	No	Yes		Yes	Yes	No	Yes	None	<b>HASTEN-EA®</b>
Nonionic	15%	COC	109.99	No	Yes	No	No	No	No	Yes	No	Yes	No	No	No	No		No	No	No	No	Warning	<b>MOR-ACT® ADJUVANT</b>
Nonionic	15%	MSO	111.87	No	No	No	No	No	No	Yes	No	Yes	No	No	No	No		Yes	No	No	Yes	Warning	<b>SUPER SPREAD® MSO</b>

Product	Product Descriptions	Value Propositions	Principal Functioning Agents %	Equivalent Functionality Of 8.5# AMS	Actual AMS
<b>Surfactant - Blend</b>					
<b>ANTERO-EA®</b>	ANTERO-EA is a nonionic surfactant and organic polymer blend.	ANTERO-EA is a proprietary spreader and sticker that has excellent crop safety for sensitive crops. ANTERO-EA resists "wash-off," which helps retain your spray material on plant surfaces. Well-designed for use with contact fungicides and insecticides, ANTERO-EA can also be used with herbicides and has proven to work well with auxin-based chemistries, making it a flexible tool for the grower.	63%	N/A	N/A
<b>DENALI-EA®</b>	Premium nonionic surfactant designed to increase efficacy and performance by providing a combination of activation and penetration, as well as buffering the spray solution to an acidic pH. DENALI-EA increases both wetting and spreading of the tank mix solution, which promotes more uniform coverage of the pesticide on the plant foliage.	DENALI-EA is designed specifically for customers needing to lower their tank solution pH and require a surfactant that provides sufficient spreading and wetting of the spray solution. DENALI-EA can be used in a variety of applications including insecticides, miticides, defoliant, fungicides, and plant growth regulators to improve the efficacy of the spray mixture.	68.9%	N/A	N/A
 <b>SYL-COAT®</b>	Premium silicone surfactant.	SYL-COAT is specifically designed for customer applications of various agricultural spray materials that would benefit from quick wetting and spreading for uniform coverage especially on difficult-to-wet plant surfaces. It increases the amount and rate of uptake of water-soluble herbicides, which allows for more consistent control of the targeted weed species. SYL-COAT improves the wetting of fungicides and insecticides and reduces overall surface tension of the spray material on plant surface.	100%	N/A	N/A
<b>Surfactant - NIS</b>					
<b>EMBRECE-EA®</b>	EMBRECE-EA is a high concentrated proprietary nonionic surfactant blend.	EMBRECE-EA is a proprietary blend of nonionic surfactants designed to increase the level of performance of fungicide and insecticide applications. Utilizing patent technology, EMBRECE-EA provides superior coverage of the spray material across the leaf surface, leading to better control of the targeted pest. EMBRECE-EA can be used in a variety of systemic and contact fungicide/insecticide applications.	78.9%	N/A	N/A
 <b>INFOLIUM-EA®</b>	A high concentration, nonionic (NIS) adjuvant designed for optimal activation and penetration of pesticide(s) that is approved for use in organic production. Provides the best deposit composition to improve active ingredient coverage and absorption.	INFOLIUM-EA uses patented technology to improve spray efficacy and consistently has increased performance over standard surfactants. INFOLIUM-EA can be used with various spray applications that would benefit from efficiently moving the AI into the plant with consistent wetting and spreading for uniform coverage. Reducing the surface tension between the AI and the plant cuticle, INFOLIUM-EA increases absorption and translocation, moving the AI into the water channels of the leaf, resulting in better efficacy of the spray solution. INFOLIUM-EA provides uniform coverage of the spray droplets onto the plant tissue itself.	98%	N/A	N/A
<b>INSIST® 90 PLUS II</b>	Nonionic surfactant used to improve the spreading and effectiveness of agricultural pesticides such as herbicides, insecticides, fungicides, and miticides.	INSIST 90 Plus is designed for customer applications that require wetting and spreading of an active ingredient. It has shown to provide adequate coverage for a variety of vegetative management spray materials. INSIST 90 PLUS is a good general purpose spreader.	89.95%	N/A	N/A
<b>R-11® SPREADER-ACTIVATOR</b>	Spreader-Activator improves the activity and efficacy of the spray application by reducing surface tension and increasing penetration into the plant surface.	R-11 is designed for customer applications that require a nonionic surfactant to allow for quick wetting and uniform coverage of the spray material. The activator component has the potential to increase the absorption and translocation of systemic spray materials into water channels within plant tissue. R-11 is labeled for use with insecticides, fungicides, miticides, herbicides, defoliant, desiccants, and plant growth regulators.	90%	N/A	N/A
<b>RAINIER-EA®</b>	High concentration nonionic (NIS) adjuvant designed for optimal activation and penetration of pesticide(s). This is achieved by providing the best deposit composition to improve active ingredient diffusion and absorption. RAINIER-EA provides uniform coverage of the spray droplets onto the plant tissue itself.	RAINIER-EA uses patented technology to improve spray efficacy and consistently shows increased performance over standard surfactants. RAINIER-EA can be used with various spray applications that would benefit from efficiently moving the AI into the plant with quick wetting and spreading for uniform coverage. Reducing the surface tension between the AI and the plant cuticle, RAINIER-EA increases absorption and translocation, moving the AI into the water channels of the leaf, resulting in better efficacy of the spray solution. RAINIER-EA provides premium performance for pesticides requiring an NIS surfactant.	98%	N/A	N/A
<b>Utility</b>					
<b>FTF® DEFOAMER</b>	Highly concentrated, high performance defoamer designed for controlling both entrained air and foam forming surface tension in agricultural spray.	FTF DEFOAMER is designed for customers needing to either eliminate existing foaming in a sprayer tank or prevent foam from forming during the filling and agitation process. It performs well with all agricultural chemicals and is especially effective on difficult-to-control foaming problems in agricultural spray mixes. FTF DEFOAMER is highly concentrated allowing for lower use rates per 100 gallons of spray solution.	29.53%	N/A	N/A
 <b>TRI-FOL®</b>	Acidifying buffer—very good buffer for insecticides and fungicides. Note: Not labeled for copper fungicides.	TRI-FOL is for use in customer applications to lower spray water pH and prevent the breakdown of spray materials that can degrade and become less stable in high pH (above pH 7.0) water used for spraying. Utilizing organic acids in the formulation allows for safe use through spray equipment, alleviating any concerns related to corrosive materials. TRI-FOL can be used with most insecticides, fungicides, and herbicides in an effort to help realize the greatest potential return on the application investment.	34%	N/A	N/A
<b>Water Quality - AMADS</b>					
<b>BRIMSTONE®</b>	A water quality alternative to AMS plus a surfactant that works to enhance various herbicides, such as tank mixes that contain weak acid herbicides like glyphosate, allowing faster absorption of the herbicide for a quicker response.	BRIMSTONE is specifically designed with the convenience of a multi-functional additive that provides water conditioning, pH buffering, and a surfactant for wetting and spreading. BRIMSTONE works well with glyphosate as well as most other herbicides, enhancing the degree and speed of herbicidal activity, especially under hot and dry growing conditions and on tougher weed species. BRIMSTONE is for use in agricultural, industrial, right-of-way, and non-cropland applications.	80%	3 pt/100	N/A
<b>CYNDER®</b>	A water quality alternative to AMS plus a surfactant that aids in enhancing of various herbicides such as glyphosate and glufosinate tank mixes, allowing faster absorption of the herbicide for a quicker response.	CYNDER is a multifunctional adjuvant designed to aid in the effort of managing difficult-to-control weeds. CYNDER provides adequate conditioning of the spray mix solution along with buffering the pH to alleviate the antagonistic effects from hard water minerals. In addition to these features, CYNDER has an added benefit of a surfactant in the formulation, which allows for better wetting and spreading of the spray material onto the leaf surface. CYNDER helps to enhance the herbicidal activity on the target species and is ideal for use with most post-herbicide tank mixes which include combination of products such as glyphosate and 2,4-D.	56.40%	4 pt/100	N/A
<b>Water Quality - AMS</b>					
<b>BRONC® MAX</b>	Reduced rate AMS substitute	BRONC® MAX is specially formulated to be used with many postemergence-type herbicides, which perform best when mixed with ammonium sulfate.	41.75%	2 qt/100	1.8#
<b>BRONC® PLUS DRY E.D.T.</b>	A dry, water-soluble blend of ammonium sulfate, nonionic surfactant, deposition aid, and anti-foam agent.	BRONC PLUS DRY EDT is designed for customer applications of glyphosate-based and other postemergence herbicides in spray water that contains minerals antagonistic to the herbicides. As a multi-functional adjuvant, it provides the convenience of dry ammonium sulfate and nonionic surfactant plus a patented deposition aid. BRONC PLUS DRY EDT can increase the performance of glyphosate as well as other various herbicides.	99.04%	10# /100	8.5#
<b>CAYUSE® PLUS</b>	Combination of a surfactant plus a nitrogen source.	CAYUSE PLUS is designed for customer applications of post-emergent herbicides in spray water that contains minerals antagonistic to the herbicides. It provides the convenience of an ammonium sulfate and surfactant combination package all-in-one container. The surfactant that is in CAYUSE PLUS is unique in terms of how well it works in both loaded and unloaded glyphosate herbicides. CAYUSE PLUS can increase the performance of various herbicides.	33.50%	2 qt/100	1.25#
<b>CUT-RATE®</b>	Dry formulation, reduced rate water conditioning adjuvant	CUT-RATE is designed for customers needing to manage difficult-to-control weeds and who appreciate the convenience of a low rate dry ammonium sulfate containing conditioner for water with high levels of dissolved salts of calcium, magnesium, and iron that are generally antagonistic to broad acre herbicides.	98.99%	3#/100	N/A

Surfactant Type	Surfactant Content	Oil Type	Oil Content	Water Conditioner Func.	Built-In Tank Mix Defoamer	Mineral Antagonism Tie-Up	pH Effect	DRT	Deposition	Spreader	Sticker	Enhances Uptake	Invert Emulsion Suspension	Macro Emulsion	Micro Emulsion	NPE Free	Mixing Caution	Aquatic	WA Only Aquatic	Organic	CPDA Certified	Signal Word	Product
<b>Surfactant - Blend</b>																							
Nonionic	Proprietary	N/A	N/A	No	No	No	No	No	No	Yes	Yes	Yes	No	No	No	Yes		Yes	Yes	No	No	None	<b>ANTERO-EA®</b>
Nonionic	60.9%	N/A	N/A	No	Yes		Lowers	No	No	Yes	No	Yes	No	No	No	Yes	Do Not Use with Copper Fungicides	Yes	Yes	No	Yes	Warning	<b>DENALI-EA®</b>
Nonionic	100%	N/A	N/A	No	No	No	No	No	No	Yes	No	Yes	No	No	No	Yes	Use Within 72 Hours	No	No	OMRI	No	Warning	<b>SYL-COAT®</b>
<b>Surfactant - NIS</b>																							
Nonionic	78.90%	N/A	N/A	No	No	No		No	No	Yes	No	Yes	No	No	No	Yes		Yes	Yes	No	No	None	<b>EMBRECE-EA®</b>
Nonionic	88%	N/A	N/A	No	No	No	No	No	No	Yes	No	Yes	No	No	No	Yes		Yes	Yes	Yes	Yes	None	<b>INFOLIUM-EA®</b>
Blend Of Anionic And Nonionic	Proprietary	N/A	N/A	No	No	No	No	No	No	Yes	No	Yes	No	No	No	No		No	No	No	No	None	<b>INSIST® 90 PLUS II</b>
Nonionic	80%	N/A	N/A	No	No	No	No	No	No	Yes	No	Yes	No	No	No	No		Yes	No	No	Yes	Warning	<b>R-11® SPREADER-ACTIVATOR</b>
Nonionic	88%	N/A	N/A	No	Yes	No	No	No	No	Yes	No	Yes	No	No	No	Yes		Yes	Yes	No	Yes	None	<b>RAINIER-EA®</b>
<b>Utility</b>																							
N/A	N/A	N/A	N/A	No	Yes	No	No	No	No	No	No	No	No	No	No	Yes	Highly concentrated	No	No	No	No	None	<b>FTF® DEFOAMER</b>
N/A	N/A	N/A	N/A	Yes	No	No	Lowers	No	No	No	No	Yes	No	No	No	Yes		No	No	OMRI	No	None	<b>TRI-FOL®</b>
<b>Water Quality - AMADS</b>																							
Nonionic	28%	N/A	N/A	Yes	No	Yes	Lowers	No	No	Yes	No	Yes	No	No	No	Yes	Mixing With Weak Acid Herbicides	No	No	No	No	Danger	<b>BRIMSTONE®</b>
Anionic + Nonionic	21%	N/A	N/A	Yes	No	Yes	Acidifier	No	No	Yes	No	Yes	No	No	No	Yes		No	No	No	No	Warning	<b>CYNDER®</b>
<b>Water Quality - AMS</b>																							
Anionic		N/A	N/A	Yes	No	Yes	Lowers slightly	No	No	No	No	Yes	No	No	No	Yes		Yes	Yes	No	Yes	Warning	<b>BRONC® MAX</b>
Nonionic	1 qt / 100	N/A	N/A	Yes	Yes	Yes	No	Ground only	Ground and Air	Yes	No	Yes	No	No	No	Yes		Yes	Yes	No	No	Warning	<b>BRONC® PLUS DRY E.D.T.</b>
Nonionic	7.84	N/A	N/A	Yes	No	Yes	No	No	No	Yes	No	Yes	No	No	No	Yes		No	No	No	Yes	None	<b>CAYUSE® PLUS</b>
N/A		N/A	N/A	Yes	No	Yes	Lowers	No	No	No	No	Yes	No	No	No	Yes		Yes	Yes	No	No	Warning	<b>CUT-RATE®</b>

# QUICK REFERENCE NUTRITION

Product Name	N	P	K	Ca	Mg	S	B	Cu	Fe	Mn	Mo	Zn	Humic Acid	Salt-Out	Density lb/gal	Comments	Preferred Application Method	pH
<b>BenVireo®</b>																		
BenVireo BOTANIC® 8-0-0	8													<40° F	10.22	Liquid Soybean Protein Hydrolysate	Foliar	6.9
BenVireo CALCIUM				4										<40° F	9.32	4% Calcium with Amino Acids	Foliar	2.5
BenVireo FoliSentials®	3		3											<40° F	10.1	Molasses, Beet Extract, Soy Protein	Foliar	6.91
BenVireo IRON						2.3			4					<40° F	9.84	4% Iron with Amino Acids	Foliar	3.5
BenVireo MAGNESIUM					2	2.6								<40° F	9.41	2% Magnesium with Amino Acids	Foliar	3.6
BenVireo MANGANESE						2.4				4				<40° F	9.57	4% Manganese with Amino Acids	Foliar	2.8
BenVireo MULTUS®					0.5	2.1				1		1		<40° F	9.40	Multiple Elements with Amino Acids	Foliar	2.9
BenVireo ZINC						2						4		<40° F	9.45	4% Zinc with Amino Acids	Foliar	3.6
BenVireo BOTANIC DRY 16-0-0	16													N/A	N/A	Soluble Soybean Protein Hydrolysate	Soil	N/A
BenVireo NSentials®	13													N/A	N/A	Feather and Blood Meal	Soil	N/A
<b>FOLI-GRO®</b>																		
FOLI-GRO CALCIUM 6%	5			6.00										<32° F	10.26		Foliar	2.5
FOLI-GRO ACTION	2	17	17						0.1	0.08	0.0005	0.15		<32° F	11.63	IDS & EDTA Fully Chelated Metals	Foliar, Irrigate, Soil	6.7
FOLI-GRO BORON 10%							10							<32° F	11.06		Foliar, Soil	9
FOLI-GRO CA-ZN	5			5.00								2.50		<32° F	10.6		Foliar	2.5
FOLI-GRO KILO®			24											<20° F	10.65		Foliar, Soil	9.5
FOLI-GRO POLISH	5			5.00								2.50		<32° F	10.5		Foliar	2.8
FOLI-GRO GR BOOSTER PLUS	9			1.35										<32° F	9.5		Foliar	7
FOLI-GRO HUMI-K®			26										1.5	<32° F	11.7	Potassium Carbonate with Humic Acids	Foliar, Irrigate, Soil	10.5
FOLI-GRO K-SOURCE			1											<32° F	10.3		Foliar	4.8
FOLI-GRO KAP	3		20											<32° F	10.5		Foliar	11.2-11.8
FOLI-GRO M7	0.5				1.00	2.00			1.00	1.00		1.00		<32° F	10		Foliar	2.70
FOLI-GRO MOLY-B-MAG	5				2.50	3.30	2.50				0.50			<32° F	10.17		Foliar, Soil	4.2
FOLI-GRO N13	13			1.25			.16		0.25	0.25	0.90			<32° F	10		Foliar	9.5
FOLI-GRO REQUISITE®	3	17	17					0.02	0.05			0.15		<32° F	11.7	100% EDTA Chelated Zinc and Copper	Foliar, Irrigate, Soil	7.1
FOLI-GRO SET 1025	17										0.001	0.65		<32° F	9.63	Polymer Nitrogen with Versatile IDS Chelates and Ecklonia maxima	Foliar	6.5
FOLI-GRO TIDALWAVE®	5											0.35		<32° F	8.88		Foliar, Irrigate, Soil	7.25
FOLI-GRO WESTERN MIX						4.00			2.00	2.00		4.00		<32° F	10.9		Foliar	4.5
FOLI-GRO ZBM	6						1.5				1.5	7.00			11.2		Foliar	8.5-9
FOLI-GRO ZINC 7%						3.00						7.00		<32° F	10.4		Foliar	4
FOLI-GRO ZINC 10%						4.00						10.00		<32° F	11.37		Foliar	4
<b>INTELLIPHOS®</b>																		
INTELLIPHOS 32		24	8											<32° F	10.86		Irrigate	2.2
INTELLIPHOS CALCIUM	12	6	2	6.6										<32° F	11.8		Irrigate	2.5
<b>MAX SET®</b>																		
MAX SET 31		31	28											<20° F	12.8	Potassium phosphite	Foliar	6.8
MAX SET 85 PLUS	3	44	33											N/A	N/A	Dry phosphite nutrients	Foliar	4.5
MAX SET NURISH	7	2	16									0.40		<20° F	11.10	100% EDTA Chelated Zinc	Foliar	12.5
<b>MORA-LEAF®</b>																		
MORA-LEAF 24		24		20	6							12		N/A	N/A		Foliar	Neutral
MORA-LEAF B-33	20				4	4.5						8.50		N/A	N/A		Foliar	Neutral
MORA-LEAF CALCIUM				34										N/A	N/A		Foliar	Acid
MORA-LEAF HI-K	9	15	30		6	0.02	0.05	0.10	0.05	0.0005	0.05			N/A	N/A	100% EDTA Chelated Copper, Iron, Manganese, and Zinc	Foliar	Acid
MORA-LEAF HI-P	10	45	10		4	0.02	0.05	0.10	0.05	0.0005	0.05			N/A	N/A	100% EDTA Chelated Copper, Iron, Manganese, and Zinc	Foliar	Acid
MORA-LEAF MAX	12	26	26			0.02	0.05	0.10	0.05	0.0005	0.05			N/A	N/A	100% EDTA Chelated Copper, Iron, Manganese, and Zinc	Foliar	Acid

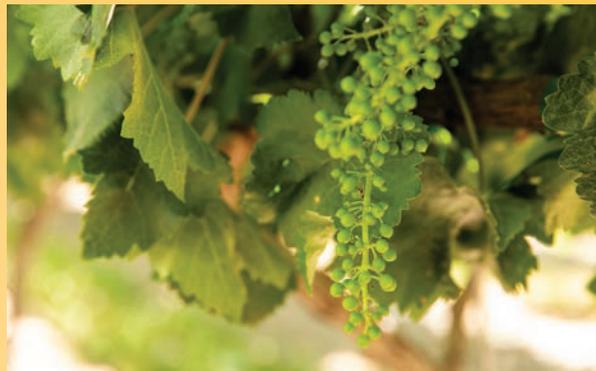
Product Name	N	P	K	Ca	Mg	S	B	Cu	Fe	Mn	Mo	Zn	Humic Acid	Salt-Out	Density lb/gal	Comments	Preferred Application Method	pH
MORA-LEAF P&K®		50	33											N/A	N/A		Foliar	Acid
MORA-LEAF PLUS	20	20	20				0.02	0.05	0.10	0.05	0.0005	0.05		N/A	N/A	100% EDTA Chelated Copper, Iron, Manganese, and Zinc	Foliar	Acid
<b>NDemand®</b>																		
NDemand 30L	30													<32° F	10.5	60% Polymer Nitrogen	Foliar	9.8
NDemand 88	10	8	8			1	0.25	0.06		0.25		0.25		<32° F	11.05	5.80% Polymer Nitrogen	Foliar	12.5
NDemand ENTOURAGE®	25						0.25							<32° F	9.9	30% Polymer Nitrogen	Foliar	9.5
NDemand KILO	11		16											<32° F	10.66	18% Polymer Nitrogen with Potassium Acetate	Foliar	7.6
<b>NDURE®</b>																		
NDURE 2.0														<32° F	8.87	30% NBPT with cold-weather handling	Irrigate, Soil	8.1-8.6
NDURE DCD														<32° F	9.68	25% DCD concentrated liquid	Irrigate, Soil	3
NDURE TRIPLE														<32° F	9.42	Dicyandiamide (DCD) + NBPT	Irrigate, Soil	N/A
<b>NUTRIO®</b>																		
NUTRIO BIOSOAK®			1											<32° F	8.50		Irrigate	7.5
NUTRIO BREAKDOWN®	5				0.5	1.5	0.03	0.1		0.05	0.001	0.05		<32° F	9.93	Enzyme-based chemistry for stubble digestion	Soil	5.5
NUTRIO UNLOCK®														<32° F	8.37	Plant growth promoting rhizobacteria	Irrigate, Soil	5.5
<b>PURIC®</b>																		
PURIC			2										12 (CDFA)	<32° F	8.9	Pure, extracted humic acid enhances soil structure and nutrient availability. Helps mitigate salt stress, porosity, and builds the rhizosphere at higher rates. OMRI Listed.	Foliar, Irrigate, Soil	12
PURIC PRIME	1		2										12 (CDFA)	<32° F	9.0	Most concentrated humic acid on the market enhances soil structure and nutrient availability. Superior mixing against other humic acids, can be splash blended.	Foliar, Irrigate, Soil	10
PURIC SALUTE®													8 (CDFA) 8 (Color)	<32° F	9.5	Fully compatible humic acid with 8.00% humic acid	Foliar, Irrigate, Soil	4.9
PURIC WSG			12										67 (CDFA) 95 (Color)	<32° F	N/A	Highly concentrated, water-soluble, granulated, extracted humic acid. OMRI Listed.	Soil	N/A
<b>STEPUP®</b>																		
STEPUP 2.0	2														10.3	Crop focus is soybean and potato	Seed Treatment	
STEPUP SP	4		4							2.5		2.5			10.37	Crop focus is cereal and pulses	Seed Treatment	
STEPUP Zn	7											9			11	Use on all crops	Seed Treatment	
STEPUP FLUENT®	2	12				1.2				2		9			N/A	Fluency agent replacing talc or graphite	Seed Treatment	
<b>TILL-IT®</b>																		
TILL-IT 6% HUMIC ACID													6 (CDFA)	<32° F	8.70		Foliar, Irrigate, Soil	9.8
TILL-IT 6% MANGANESE EDTA	4		5							6				<32° F	10.65	Fully chelated with EDTA	Foliar, Irrigate, Soil	7.2
TILL-IT 707	7		7										2.5 (CDFA)	<32° F	10.06		Foliar, Irrigate, Soil	10
TILL-IT BACKBONE®	6	21										0.3	0.5 (CDFA)	<20° F	10.43		Soil, Irrigate	6.5
TILL-IT BACKBONE LIVE	6	21										0.3	0.5 (CDFA)	<32° F	10.4		Soil, Irrigate	6.5
TILL-IT CONSTRUCT	7	20										1	1.7 (CDFA)	<20° F	10.59	100% EDTA Chelated Zinc	Foliar, Irrigate, Soil	6.6
TILL-IT CROP BUILDER			12	3		13								<32° F	11.12		Soil, Irrigate	6.5
TILL-IT DUO ZINC 9%	7											9		<20° F	9.78		Foliar, Irrigate, Soil	10.5
TILL-IT KOMPOUND®			19			6								<32° F	10.55		Soil, Irrigate	7.5
TILL-IT LAUNCH	7	23	2									0.3		<32° F	10.83	Built with KILO and PURIC technology	Soil, Irrigate	6.25
TILL-IT N-POWER™	27													<32° F	10.54	Contains NDURE DCD & PURIC SALUTE	Broadcast, Soil	
TILL-IT N-POWER S	26					3								<32° F	10.68	Contains NDURE DCD & PURIC SALUTE	Broadcast	
TILL-IT PRIMO-K			15			3.9							0.10	<20° F	10.0		Soil, Irrigate	9.7
TILL-IT REKOIL			19			5								<32° F	10.79		Foliar, Irrigate, Soil	8.8
TILL-IT ZINC 9%	7											9		<32° F	10.9	Fully chelated with EDTA	Foliar, Irrigate, Soil	7
<b>VERSATILE®</b>																		
VERSATILE AGRA-MIX II	5						2	0.5		2		2		<32° F	10.5		Foliar, Irrigate, Soil	8
VERSATILE BORON								5.00						<32° F	9.5		Foliar, Irrigate, Soil	9
VERSATILE COPPER	4								5.00					<32° F	9.95		Foliar, Irrigate, Soil	7.5
VERSATILE MAGNESIUM	3		6		2.5									<32° F	10.5		Foliar, Irrigate, Soil	9.5
VERSATILE MANGANESE	4		4							5				<32° F	10.4		Foliar, Irrigate, Soil	7.4
VERSATILE VERDE	6		1						1.6	1.4	0.1	3		<32° F	10.4		Foliar, Irrigate, Soil	8.2
VERSATILE ZINC	7											9		<32° F	11.0		Foliar, Irrigate, Soil	7.4



# ADJUVANT CHEMISTRY

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# Increased Moisture Retention in the Root Zone

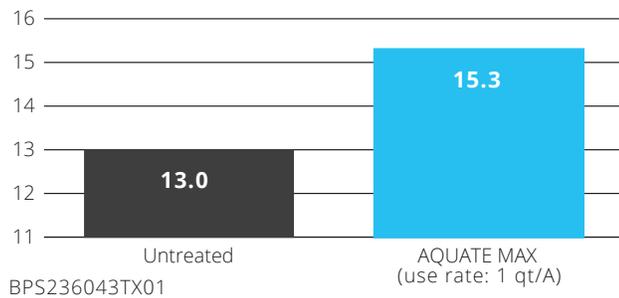


AQUATE® MAX is an advanced formulation of multiple soil surfactants designed to provide excellent infiltration of both water and nutrients into the plant root zone.

AQUATE MAX combines proprietary hydration technology that improves soil water holding capacity, significantly reducing water and/or nutrient loss below the root zone.

## INCREASED TRITICALE SILAGE YIELD

### Triticale Silage Yield (tons/A)



## AQUATE MAX BENEFITS



Increases Moisture Retention



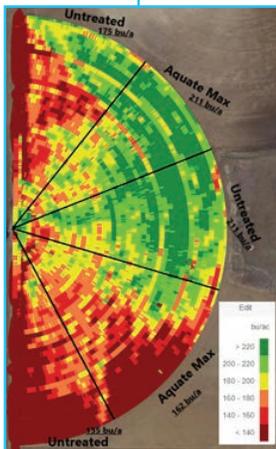
Reduces Plant Stress



Reduces Water & Nutrient Loss to Runoff



Faster Moisture Recharge from Irrigation & Rainfall



## CORN YIELD BENEFITS ON CHALLENGING TERRAIN

- The center untreated area is the low spot of the field, so irrigation water ran to the low spot, thus the higher yielding part of the field.
- The AQUATE MAX on the northside of center untreated was on a hillside but yielded the same as the untreated.
- The north side AQUATE MAX treated area was 36 bu/A more than the adjacent untreated check.
- The south side AQUATE MAX treated area was 27 bu/A more than the adjacent untreated check.

BPS226043TX20



Maximize Moisture with AQUATE MAX

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# Heat Up Your Fall Burndown



BRIMSTONE® is an effective water quality alternative to AMS + Surfactant for glyphosate and glyphosate tank mixes, providing faster penetration for quicker burndown.

It can help bring predictability when it comes to herbicide performance when applied with herbicides that utilize glyphosate as the active ingredient and glyphosate tank mix partners.

## BEST MANAGEMENT PRACTICES WHEN USING GLYPHOSATE

To help improve a glyphosate application utilize the following:

- Reduce any tie-up of the glyphosate from dust and clay based tank mix partners by using an encapsulating Drift Reduction Technology (DRT) product like IN-PLACE®.
- Use the correct rate of a high quality Water Conditioner like BRONC® MAX or BRIMSTONE to help protect the glyphosate from calcium on the target weed.
- Do not spray when the dew is heavy; wait until the dew dries.
- Use the higher use rates of a NIS product like RAINIER-EA® or R-11® that has a high percentage of surfactant in it.
- Use a product like IN-PLACE® that is an encapsulating DRT to reduce small fine droplets less than 105 microns and increase both the deposition and coverage of the glyphosate on the target leaves.

## BRIMSTONE BENEFITS



Quicker burndown



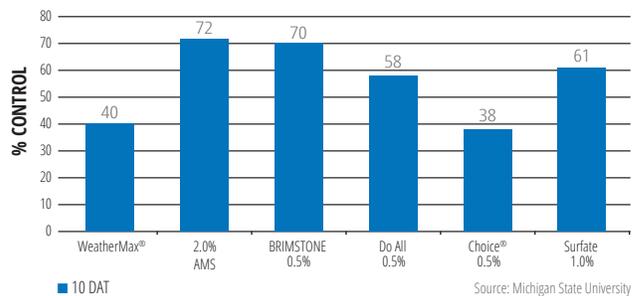
Improved glyphosate performance in hard water



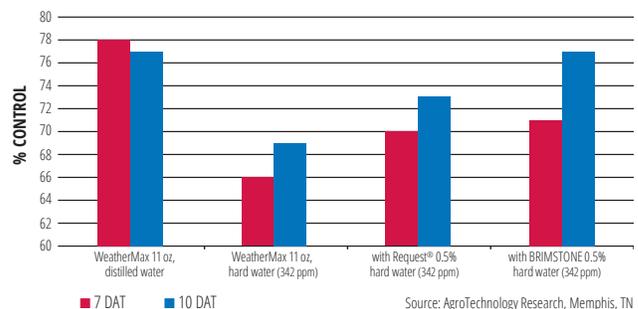
Increased weed control in hot, dry conditions

## VELVETLEAF CONTROL

### 10 DAT Glyphosate 0.2 lb ae/A



## IMPROVED PERFORMANCE IN HARD WATER



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## CAYUSE® PLUS – Ammonium Sulfate and Surfactant Combination

CAYUSE PLUS is an effective water conditioner and surfactant combination designed to address spray water quality issues and provide superior wetting and coverage to the leaf surface. CAYUSE PLUS can improve the performance of various herbicides that may require the combination of a surfactant plus a nitrogen source.



### Benefits:

- Additional ammonium ions for enhanced uptake
- Contains a high quality surfactant for increased spreading
- Enhanced sequestering to block mineral tie-up of glyphosate and other herbicides
- NPE Free

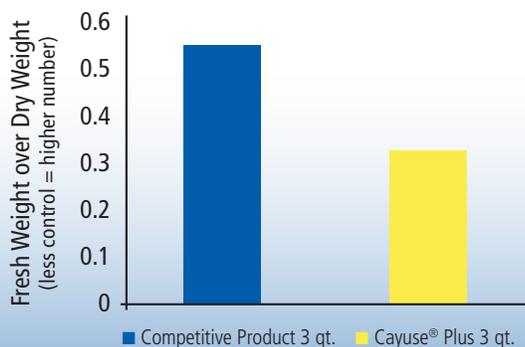
### Use with Glyphosate-Based Herbicides:

- Agriculture
- Turf and Ornamental
- Vegetation Management
- Non-Crop

### Application:

Aerial and Ground

### Giant Foxtail Control Roundup® Ultra - Calcium-Induced Water



Trial Conducted by Ohio State University

### Principal Functioning Agents

Ammonium sulfate,	
alcohol ethoxylated phosphate ester .....	33.5%
Constituents ineffective as spray adjuvant .....	66.5%
TOTAL.....	100.00%

### Use Directions

Rates of CAYUSE PLUS may vary with the conditions of applications. Fill spray tank one half (½) full with water. Add the proper amount of CAYUSE PLUS and pesticide. Add the remainder of the water. Bypass agitation is sufficient when using CAYUSE PLUS, but it should continue until all of the solution has been sprayed.

### Recommended For Use

CAYUSE PLUS should be used to improve the performance of POSTEMERGENCE SOYBEAN OR CORN HERBICIDE applications where a surfactant/nitrogen solution is required. Use at the rate of 1.5 to 3 pints of CAYUSE PLUS per acre in 10 to 20 gallons of spray solution.

**Defoliant, Desiccant:** Use CAYUSE PLUS at a maximum of 1 pint (16 fluid ounces) per acre.

**Non-Crop Burndown:** Use 2 to 6 quarts of CAYUSE PLUS per 100 gallons of spray solution.

**Other Herbicides:** Use 2 to 6 quarts of CAYUSE PLUS per 100 gallons of spray solution. CAYUSE PLUS may also be used with other herbicides such as Roundup and others where ammonium sulfate is recommended.



## CROSSHAIR® – Deposition and Drift Management Agent

CROSSHAIR is a consistently high performing drift and deposition control agent that offers a single rate, last-in-tank usage and is part of a best-in-class drift reduction technology portfolio. CROSSHAIR reduces driftable fines (less than 105 microns), increases deposition and has a broad use with most products.

### Benefits:

- Broad use, last in tank
- Reduces driftable fines (less than 105 microns)
- Increases deposition (average of 20%)
- Approved for aquatic use\*
- NPE Free

### Use With:

- Agricultural
- Forestry
- Vegetation Management
- Non-crop
- Turf and Ornamental
- Golf Course

### Application:

- Aerial and Ground





# Bring the Heat

## Increased Uptake for Quicker Burndown



- Water conditioning alternative to ammonium sulfate
- Conditions water, mitigates harsh effects of hard water
- Nonionic surfactant for increased spreading and wetting
- Quicker burndown of targeted weeds

With its unique blend of water conditioners and a proprietary surfactant, CYNDER® increases uptake of active ingredient(s), allowing for a quicker burndown of targeted weeds. CYNDER is ideal for use with weak acid herbicides such as glyphosate, paraquat, dicamba, and 2,4-D formulations. The recommended labeled rates for CYNDER are 1-4 qt/100. Rates can vary depending on the hardness of water used in the spray solution.

### 12 DAYS AFTER TREATMENT

Common Lambsquarters (left) and Kochia (right)



#### Glyphosate + AMS

Rate: Roundup®  
PowerMAX® 22 fl oz/A +  
AMS 4 lb/100 gal



#### Glyphosate + CYNDER

Rate: Roundup®  
PowerMAX® 22 fl oz/A +  
CYNDER @ 2 qt/100 gal

PDF185019CO05

### CYNDER BENEFITS



Heats Up Herbicide Activity



Replacement for AMS + NIS  
@ 2 qt/100 gal (use rate)



Excellent Crop Safety



Overcomes Hard Water  
Antagonism



Improves Herbicide  
Translocation



Penetrates Leaf Surface  
Faster

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# Early Season Weed Control

EFFICAX® optimizes the performance of soil-applied herbicides.

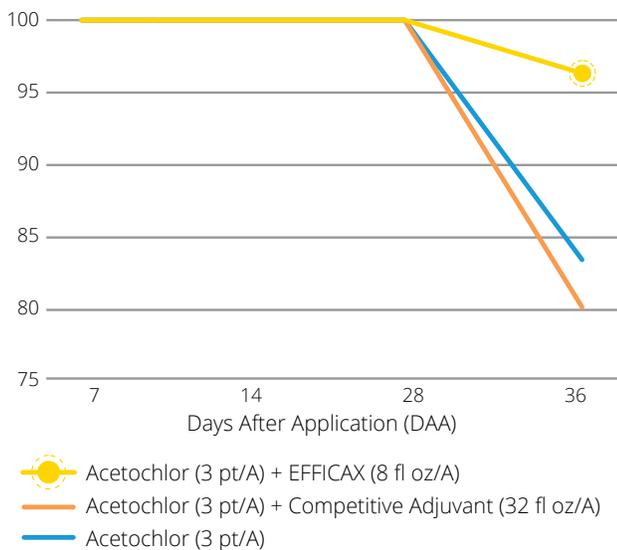


EFFICAX® utilizes proprietary technology and is designed for customers who want to optimize residual activity from their pre-plant/preemergent chemistry. EFFICAX helps to increase spray deposits of the spray material, allowing for better coverage and adhesion to soil particles, resulting in enhanced control of early season weed pressures. EFFICAX is labeled for use in agriculture, forestry, golf course, industrial, non-cropland, roadside, turf, and ornamental.

## BENEFITS OF EFFICAX

- Excellent absorption and adhesion properties, better performance
- Enhances residual activity, improves weed control
- Increased deposition, better coverage

### Percent Control of Lambsquarters



PDF185030CO02

Always check label for individual state registrations.







Sales Call Process		
<b>Introduction/Attention Getter:</b> <i>Relative, Leading, Adds Value</i>		
<b>Uncover Customer Wants and Needs:</b> <i>What historical issues are they having with this application or what desires do they have for this season? Use a combination of open ended and close ended questions.</i>		
<b>Confirm Primary Want/Need:</b> <i>"From the conversation(s) we have had so far, I am hearing that your biggest need is... Is that about right?"</i>		
<b>Feature - Advantage - Benefit (FAB) Statements:</b> <i>Must be connected and resolve customer wants &amp; needs identified earlier. Customer's buy solutions, not products.</i>	<b>Benefit Check/Trial Close:</b> <i>Asking for their opinion, not a decision to buy/not buy.</i>	
<b>Because of .... (feature) You will be able to ... (advantage) This means that ... (benefit).</b>	<b>Frequent check in ensures the customer is following along and is listening.</b>	
<b>Handling Resistance:</b> <i><b>Repeat</b> the Objection, <b>Agree</b> with the Customer, <b>Offer Solution, Trial Close.</b> Show the customer you hear and understand their concern, explain how product FAB overcomes issue, ensure customer agrees or if they need more information.</i>		
<b>Potential Customer Objections:</b>	<b>Objection Handling:</b>	
<b>Closing the Sale:</b> <i>Asking the customer for a decision.</i>		
<b>Summary Close:</b> <i>Summarize relevant FAB's &amp; where they provide value to the customer</i>	<b>Alternative Close:</b>	<b>Ask for the Order Close:</b>
<b>Important Follow Ups/Next Steps After This Visit:</b>		

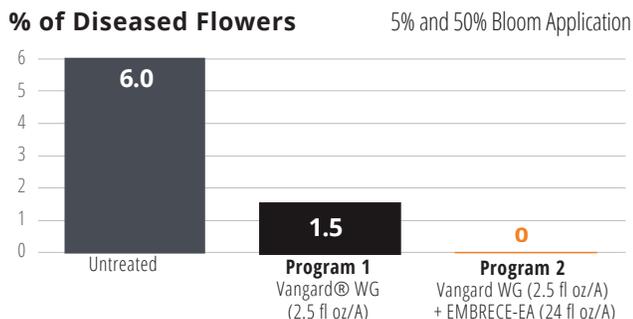
# Superior Spreading, Powerful Absorption



EMBRECE-EA® is a proprietary blend of nonionic surfactants designed to increase the level of performance of fungicide and insecticide applications. Utilizing patented technology, EMBRECE-EA provides superior wetting and spreading of the spray material across the leaf surface, along with quicker absorption into the plant tissue, leading to better control of the targeted pest.

## EMBRECE-EA ENHANCES FUNGICIDAL ACTIVITY, HELPING TO REDUCE OVERALL DISEASE PRESSURES

Almond Blossom Blight Incidence Evaluation



Application Rate: 100 gpa

WCR19F001NC302

## EMBRECE-EA BENEFITS



Excellent Spreading and Wetting



Contains No Organosilicone



Designed for Use with Fungicides/Insecticides

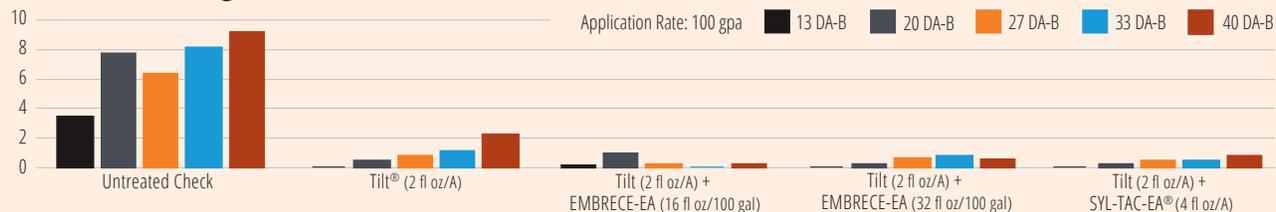


Lower Risk of Phytotoxicity (Compared to Current NIS Standard)

## EMBRECE-EA ENHANCES FUNGICIDAL CONTROL OF BROWN ROT BLOSSOM BLIGHT

Almond Shoot Blight Incidence Per Tree Over Time

**Number of Damaged Shoots**



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# IN-PLACE®

## IN-PLACE® – Deposition and Drift Management Agent

IN-PLACE is a consistently high performing drift and deposition control agent that utilizes invert suspension technology and is part of a best-in-class drift reduction technology portfolio. IN-PLACE reduces driftable fines (less than 105 microns), has a broad use with most products and increases deposition allowing up to 20% more product to hit your target.



### Benefits:

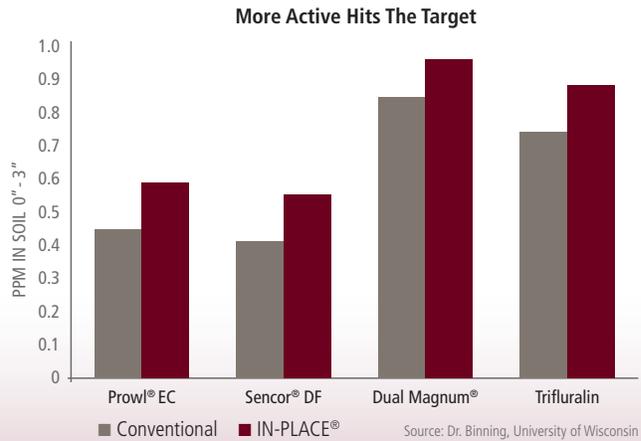
- Reduces driftable fines (less than 105 microns)
- Encapsulates active ingredients
- 20% more product hits the target
- Increases deposition and performance
- Approved for aquatic use\*
- NPE Free

### Use with:

- Agricultural
- Forestry
- Vegetation Management
- Non-Crop
- Turf & Ornamental
- Golf Course

### Application:

- Aerial and Ground



\*Not approved for aquatic use in Washington

## GENERAL MIXING PROCEDURES

**Mixing Procedures and Rates. Always Read and Follow Product Label Directions.**

E.C. (Emulsifiable Concentrate) A.S. (Aqueous Solutions)	Premix with IN-PLACE then add to the spray mix.	4 ounces of IN-PLACE per 1 pint of E.C. or A.S.
W.P. (Wettable Powders) D.F. (Dry Flowables) W.S. (Water Soluble Bags)	Thoroughly mix dry materials in 1/3 to 1/2 of the spray mix. Ensure complete suspension, then add IN-PLACE to the spray tank last.	2 ounces of IN-PLACE per 1 pound of dry formulation.
L.F. (Liquid Flowables)	Thoroughly mix the liquid flowables in 1/3 to 1/2 of the spray mix. Ensure complete suspension, then add IN-PLACE to the spray tank last.	1 ounce of IN-PLACE per 1 pint of Liquid Flowables.
Tank Mix Combinations Example (E.C. + D.F. + L.F.)	Thoroughly mix all D.F./W.P. and/or liquid flowables in 1/3 to 1/2 of the spray mix. Mix until a complete suspension is achieved. Bring spray solution up to total volume and add the correct amount of IN-PLACE which has been premixed with the E.C./A.S.	4 ounces of IN-PLACE per 1 pint of E.C./A.S.

## RATES MADE EASY

Formulation	E.C.	Powders	Flowables
Amount	pt.	lb.	pt.
IN-PLACE	4	2	1

1 Gallon = 4 Quarts = 8 Pints = 128 Fluid Ounces = 3.785 Liters  
2 Tablespoons = 1 Fluid Ounce | 1 U.S. Pound = 16 Ounces = 0.454 Kilograms

## MIXING MADE EASY

**For a Step-By-Step Guide to Mixing, Please Refer to the IN-PLACE Mixing Guide.**

Pyrethroids	Premix with IN-PLACE then add to the spray solution.	1 ounce of IN-PLACE per 1 ounce of pyrethroid.
Sulfonylurea Chemistry	Add 1 to 2 quarts of R-11® per 100 gallons of mix solution, then add all the sulfonylurea formulation to the mix solution. Mix thoroughly to ensure complete suspension of the sulfonylurea. Add IN-PLACE last. Exceptions: a) Axiom® - Add 1 to 2 quarts of R-11* per 100 gallons of mix solution. b) Oust® - Add 1 to 2 quarts of R-11* per 100 gallons of mix solution. <small>*R-11 in the mix solution does not replace the need for other surfactants.</small>	2 ounces of IN-PLACE per 1 acre.  1 ounce of IN-PLACE per 1 acre. 1 ounce of IN-PLACE per 1 ounce of Oust.
Dimilin®	Add IN-PLACE to the spray solution last.	1 ounce of IN-PLACE per 1 ounce of Dimilin.
Golden Micronized Sulfur®	Add IN-PLACE to the spray solution last.	1.5 ounces of IN-PLACE per 30-pound bag of Golden Micronized Sulfur.
Warrior® T Warrior	Add IN-PLACE to the spray solution last. Do not use vigorous agitation when concentrated.	4 ounces of IN-PLACE per 1 pint of formulation.
Propanil (E.C.)	Premix with IN-PLACE, then add to spray solution.	2 ounces of IN-PLACE per 1 pint of Propanil (E.C.).
Liquid Fertilizer	Add IN-PLACE to the spray mix last.	1 ounce of IN-PLACE per 1 pint of liquid fertilizer.
Soluble Fertilizer	Add IN-PLACE to the spray mix last.	2 ounces of IN-PLACE per 1 pound of soluble fertilizer.

INFORMATIONAL USE ONLY - NOT A LABEL.

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WILBUR-ELLIS®  
Ideas to Grow With™

# Increased Spreading with a New Formulation



**INSIST® 90 PLUS II** spreader is formulated to improve spreading of agricultural pesticide applications by reducing the surface tension of spray water. Improved spreading provides better overall coverage to enhance spray material performance.

## INSIST 90 PLUS II FORMULATION

### PRINCIPAL FUNCTIONING AGENTS..... % BY WT.

1,2,3-Propanetriol, Sodium xylene sulfonate,  
and Alkyl phenol ethoxylate.....89.95%  
Constituents ineffective as spray adjuvants.....10.05%  
Total..... 100.00%

## RATE RECOMMENDATIONS

Application	Rate per 100 gal of spray solution
Herbicides, Desiccants, Defoliants	16-64 fl oz
Fungicides, Insecticides, Miticides	8-32 fl oz



Discover the how you can harness The Power of We® at [WilburEllisAgribusiness.com](http://WilburEllisAgribusiness.com).

## INSIST 90 PLUS II BENEFITS



Contains a nonionic surfactant



Improves spreading



Tank mix compatible with many pesticides

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## R-11® – Spreader Activator Nonionic Surfactant



R-11 Spreader Activator improves the activity and efficacy of the spray application by reducing surface tension and increasing penetration into the plant surface.

### Benefits:

- High load of surfactant
- 90% active
- Proven performance for over 30 years
- Standard NIS surfactant at many universities
- Excellent tank mix compatibility (especially in cold water)
- Defoaming properties

### Use Directions

R-11 is specially formulated for increasing the efficacy of various agricultural chemicals. It is designed for use where quick wetting and uniform coverage of an agricultural chemical on a target surface is required. R-11 may also increase the absorption and translocation of systemic products.

Rates of R-11 may vary with plant and environmental conditions at the time of application. Use the low rates of R-11 if a uniform film on the plant surface is desired. The high rates of R-11 will not result in excessive foaming and should be used in situations such as but not limited to:

- Applications of systemic chemicals
- Application rates as recommended on manufacturers' labels
- Applications made under adverse conditions.

Generally R-11 should be added as the last ingredient into the spray tank with the agitator running. However, some manufacturers' labels may recommend the addition of a nonionic surfactant, such as R-11, into the spray tank earlier in the mixing sequence.

### Use Rates

**ACARICIDES, FUNGICIDES & INSECTICIDES:** Use 2 to 32 fluid ounces per 100 gallons of spray. The higher rate should be as recommended on the pesticide manufacturer's label.

**HERBICIDES, DEFOLIANTS & DESICCANTS:** Use 6 to 48 fluid ounces per 100 gallons of spray for most applications. The application rates should be as recommended on the herbicide manufacturer's label.

**AQUATIC USE RATES:** R-11 may be used with aquatically labeled products such as glyphosate, triclopyr and diquat herbicides at 64 fluid ounces per 100 gallons of spray solution. The application rates should be as recommended on the herbicide manufacturer's label.

NOT FOR AQUATIC USE IN WASHINGTON

**PLANT GROWTH REGULATOR:** When an EPA Registered Plant Growth Regulator recommends the use of a nonionic surfactant, R-11 can be used at the rate suggested on the respective label. If there is no recommended rate for the nonionic surfactant on the Plant Growth Regulator label, then R-11 should be used at the general wetting rate of 16 to 32 fluid ounces per 100 gallons of spray solution.

**BACKPACK OR HAND-HELD SPRAYERS:** Use 1 to 2 tablespoons (½ to 1 fluid ounces) per gallon of spray. The application rates should be as recommended on the manufacturer's label.

**LIVESTOCK SPRAYS:** Use 4 to 8 fluid ounces per 100 gallons of spray.

**SOIL STERILANTS:** Use 1% of total spray.

### Rate Exceptions

**COMPLIANCE WITH MANUFACTURER'S LABEL:** For pesticide/herbicide labels that permit use of a nonionic surfactant at a higher rate, follow instructions on that pesticide/herbicide label.

DO NOT ADD THIS PRODUCT AT RATE WHICH EXCEEDS 5% OF THE FINISHED SPRAY VOLUME.

**NOTE:** Use caution at the higher application rates. When applying to a sensitive crop, first treat a small area to determine if there may be adverse effects to the crop.





## Principal Functioning Agents

Proprietary blend of alkalinity builders, emulsifiers, surfactants and formulation aids ..... 100.0%

## General Information

**SSC-11** is a powerful spray system cleaner, out performing other ordinary tank cleaners. **SSC-11** is specifically designed to penetrate, degrade and emulsify hard-to-remove residues that can build up throughout the entire liquid system of a sprayer. **SSC-11** ensures more thorough clean-outs and reduced risk of cross contamination when used in conjunction with proper sprayer cleaning technique. Rinsate solutions containing **SSC-11** may be disposed of on growing crops.

## Use Directions

After cleaning procedures have been completed, fill tank with clean water and conduct a rinsate test on the water in the tank. Rinsate tests can be done through laboratory analysis or bioassay. For bioassay testing, apply rinsate to sensitive vegetation and observe treated plant for at least 48 hours. If damage occurs, repeat cleaning process and testing procedures. If no damage is observed, dispose of rinsate in an appropriate manner and resume spraying operations. All internal and external rinsate must be contained and disposed of according to state, local and federal regulations.

**ALWAYS READ AND FOLLOW LABEL INFORMATION.**

## Use Rates

Use 2 quarts per 100 gallons of clean water.

## Mixing Instructions

Dress in required PPE **PRIOR** to beginning the clean-out procedure.

1. Clean all tanks on a state-approved loading pad so rinsate can be collected and mixed into spray solution or into a dedicated rinsate tank. In-field clean-out, go to step 3.
2. Drain the spray tank as completely as possible. Loosen any visible deposits.
3. Conduct a pre-rinse by charging system with 100-200 gallons of clean water. Recirculate for 10 minutes and spray half of the rinsate through the nozzles.
4. Remove end caps on boom sections and spray remaining 50-100 gallons through the booms.
5. Remove nozzles, screens and strainers and thoroughly clean separately in a bucket, using **SSC-11** as the cleaning agent. Allow to soak while completing the cleaning process.
6. Charge the system again with 100-200 gallons of clean water and the appropriate rate of **SSC-11**. Ensure agitation and carefully clean the interior of the tank using a 360° rotation nozzle or pressure sprayer. Recirculate for 15 minutes and spray half of the rinsate through the nozzle bodies and the other half through the spray boom sections until tank is empty.
7. Drain lines and pump. Dispose of rinsate according to product label and local, state and federal regulations.
8. Rinse nozzles, screens, strainers and end caps with clean water and reinstall.
9. Flush the system by adding 50–100 gallons of clean water to the tank. Recirculate though entire system. Flush solution through the boom, hoses and nozzles until tank is empty.
10. Drain the tank, lines and pump completely. Remove excess rinsate with a pump or dedicated wet/dry vacuum.
11. Repeat steps 6, 9 and 10 if necessary.

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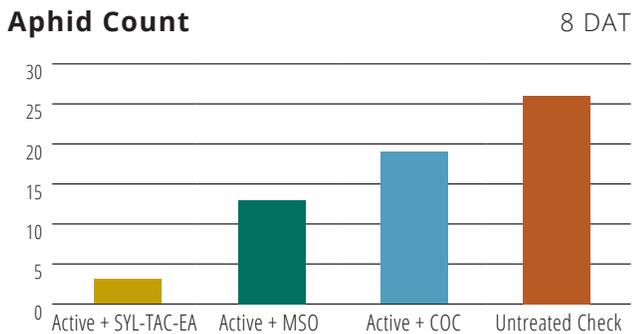
Ideas to Grow With™

# Maximize Spray Efficacy



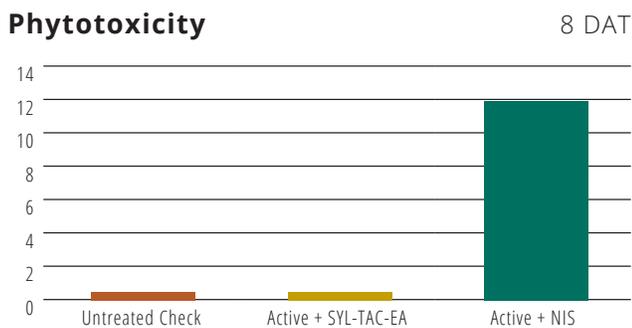
**SYL-TAC-EA®** is the go-to adjuvant for growers looking to boost the performance of their crop protection applications. It enhances the spreading and penetration of spray droplets, ensuring better absorption through the cuticle and into leaf tissue, thanks to its translaminar effect. This proprietary blend of organosilicone surfactant and ethylated seed oil (ESO) works with a variety of agricultural chemicals to improve spray coverage, wetting, and penetration—resulting in superior overall performance.

## SYL-TAC-EA FOR APHID CONTROL



Scott Cook - Kootenai Valley

## SYL-TAC-EA FOR BROCCOLI PHYTO



Dan Forey at Eurofins

## SYL-TAC-EA BENEFITS



Excellent leaf canopy penetration



Improved deposition of spray material



Reduces phytotoxicity potential because of lower solvency of the ESO (Kauri-butanol value)



Optimum wetting and spreading for improved coverage of spray material



Excellent safety and handling

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Cleaner Fields. Faster.



**VAQUERO® + RENEGADE-EA®**

VAQUERO® and RENEGADE-EA® were formulated with efficacy in mind. When used together, they provide faster, more consistent control of several grass species of weeds.

VAQUERO is a proprietary clethodim formulation from Wilbur-Ellis that incorporates a high active ingredient load with state-of-the-art formulation technology.

RENEGADE-EA offers a unique blend of methylated seed oil, UAN solution, and a nonionic surfactant providing a combination of adjuvant requirements for optimum efficacy of tank mixes requiring both oil and nitrogen. RENEGADE-EA increases retention, wetting, and penetration of herbicides on weed surfaces due to its microemulsion technology.

- Improved in-tank stability
- Increased penetration of the active ingredient
- Lower use rates
- Less product to handle



**FASTER CONTROL 5 DAYS AFTER TREATMENT**

VAQUERO @ 4 oz + RENEGADE-EA @ 1% v/v      Clethodim 2E @ 6 oz + COC @ 1% v/v

**LOWER USE RATE ON VOLUNTEER CORN\***

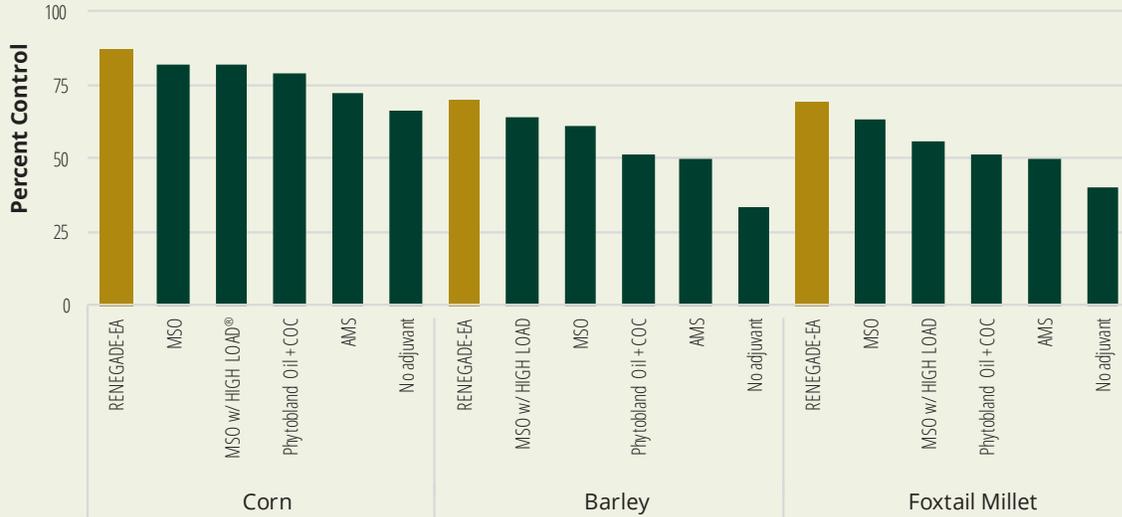
\*3 oz of VAQUERO performs as well as 6 oz of generic Clethodim competitors.

**HIGH QUALITY FORMULATION**

VAQUERO + MAX SET® MZ      Clethodim 2E + MAX SET MZ

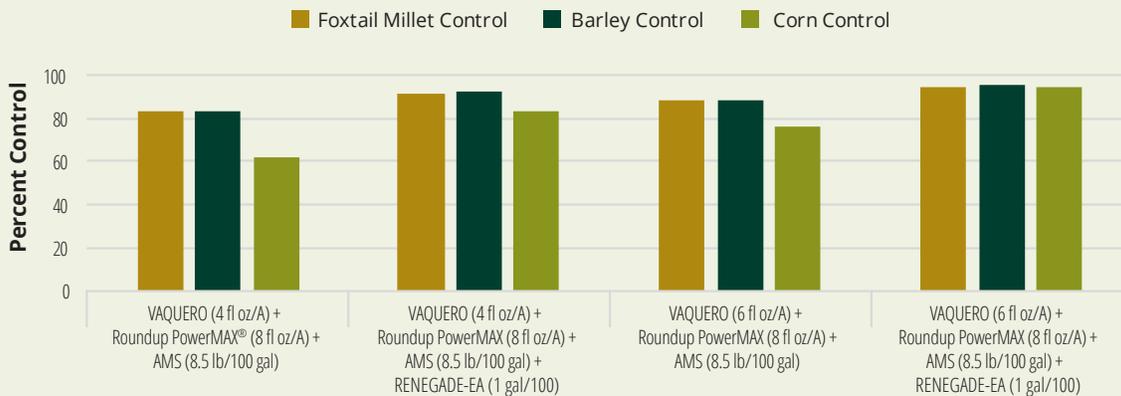


### MORE CONTROL WITH VAQUERO WHEN USING RENEGADE-EA



14 days after application. (a=0.05, LSD) PDF151032ND08

### MAXIMIZE EFFICACY OF VAQUERO WHEN USING RENEGADE-EA



14 days after application. PDF151032ND10

Discover how you can harness The Power of WE™ at [WilburEllisAgribusiness.com](http://WilburEllisAgribusiness.com).

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# Cold Storage Guide

**To avoid any potential problems, prevent all adjuvant products from freezing!**

 **40°**

The recommendation is to store all liquid spray materials in appropriately heated storage, above 40°F, to maintain product characteristics and functionality.

## TO PROTECT FROM FREEZING, KEEP PRODUCT ABOVE:

ALLOWANCE-EA®	34°F*
BRONC®	32°F*
BRONC MAX	32°F*
BRONC MAX-EDT	32°F*
CLIMB®	14°F*
CROSSHAIR®	32°F*
DENALI-EA®	32°F*
DILIGENCE-EA®	34°F*
EFFICAX®	32°F*
GUIDANCE-EA®	34°F*
IN-PLACE®	32°F*
RENEGADE-EA®	32°F*
RETRIBUTION™	32°F*
VOLIFLEX™ DUO	40°F*
VOLIFLEX™ QUAD	40°F*
VOLIFLEX™ TRI	39°F*
SUPER SPREAD® 90	32°F*

\* DO NOT LET FREEZE—If product is found to be frozen, discard frozen product and replace with fresh product.

Find out how you can harness The Power of We® at [WilburEllisAgribusiness.com](http://WilburEllisAgribusiness.com)

This is for informational purposes only and does not replace any language or instructions on the label - Always read and follow the pesticide label prior to application. WILBUR-ELLIS logo, The Power of We, ADVANTAGE SOIL PENETRANT, ALLOWANCE-EA, ANTERO-EA, AQUATE, ARVON, ASCENSION, BRIMSTONE, BRONC, BRONC TRIPLE, CAYUSE, CLIMB, COMPETITOR, CROSSHAIR, CYNDER, DENALI-EA, DGUARD, DILIGENCE-EA, EFFICAX, EMBRECE-EA, FTF, GLACIER-EA, GUIDANCE-EA, HASTEN-EA, HIGH LOAD, IN-PLACE, INSIST, MOR-ACT, PENATROL, RAINIER-EA, R-11, REGUARD, RENEGADE-EA, SERENITY, SUPER SPREAD, SYL-COAT, SYL-TAC-EA, and TRI-FOL are registered trademarks. RETRIBUTION, TIE DOWN, and VOLIFLEX are trademarks of Wilbur-Ellis Company LLC. VaporGrip is a registered trademark of Bayer Group. K-223400

## TO PROTECT FROM FREEZING, KEEP PRODUCT ABOVE:

ADVANTAGE SOIL PENETRANT®	32°F**
ANTERO-EA®	34°F**
AQUATE® MAX	32°F**
ARVON®	32°F**
ASCENSION®	33°F**
BRIMSTONE®	32°F**
BRONC TRIPLE®	32°F**
COMPETITOR®	23°F**
CAYUSE® PLUS	14°F**
CYNDER®	28°F**
DGUARD®	33°F**
EMBRECE-EA®	32°F**
FTF® DEFOAMER	30°F**
GLACIER-EA®	34°F**
HASTEN-EA®	23°F**
HIGH LOAD®	32°F**
INSIST® 90 PLUS	32°F**
PENATROL®	34°F**
RAINIER-EA®	32°F**
R-11®	14°F**
REGUARD®	32°F**
R.O.C./MOR-ACT®	14°F**
SERENITY®	30°F**
SERENITY CUBED	28°F**
SERENITY PLUS	28°F**
SUPER SPREAD MSO	34°F**
SYL-COAT®	25°F**
SYL-TAC-EA®	24°F**
TIE DOWN™, a VaporGrip® Xtra Agent	-11°F**
TRI-FOL®	14°F**

\*\* If product is found to be frozen, agitation is required. The product should return to full functionality upon warming. Warming product may take several days depending on the temperature and size of the container. Ensure you have adequate number of days above freezing and confirm the product is completely thawed.



# Sprayer Cleanout Guide

**Note: ALL internal/external surfaces must be thoroughly PRE-RINSED with clean water, coated with CLEANING SOLUTION and FLUSHED with clean water in this procedure**



**1. Empty sprayer**



**2. Pre-rinse** with 100-200 gallons of clean water.  
Recirculate through sparge, inductor system: 10-15 minutes

- a. Set to manual; Open valve with increase/decrease switch to wide position
- b. Activate tank wash nozzles and inductor
- c. Field-apply on labeled crop, if possible



**3. Refill** unit with 100-200 gallons of clean water; Add 2 quarts/100 gallons of SSC-11<sup>®</sup> to tank or inductor; Recirculate through sparge and inductor: 20 minutes

- a. Remove boom end cap; Flush booms with half the tank
- b. Reinstall end caps; Flush out the rest of the water
- c. Remove all strainers, screens, multiple nozzle bodies, diaphragms, spray tips and caps; Remove residue with a soft brush; Soak parts in a bucket with cleaner solution



**4. Reinstall nozzle** bodies, diaphragms, spray tips, caps, screens and strainers;  
Repeat steps 3 through 3b with 100 gallons of cleaner solution, if necessary



**5. Refill** unit with 100 gallons of clean water; Recirculate: 10 minutes;  
Repeat steps 3a and 3b



**Note: ALL internal/external surfaces must be thoroughly PRE-RINSED with clean water, coated with CLEANING SOLUTION and FLUSHED with clean water in this procedure**





NOT FOR SALE IN CA

# Pure, Concentrated Fulvic Acid For Starter and Foliar Fertilizers



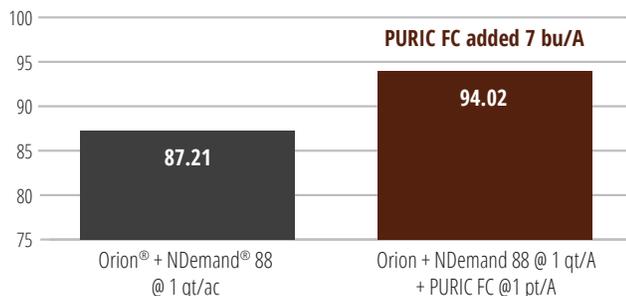
**PURIC® FC is a clear, yellow liquid that increases nutrient availability, specifically phosphorus, while keeping the sight gauges visible.**

**PURIC FC is built into NUTRIO® TRIOLOGICAL® and compatible with all low-salt and ammonium polyphosphate fertilizers.**

PURIC FC is a pure fulvic concentrate of unique organic acids. PURIC FC is isolated from pure leonardite ore rich in organic matter. Through a double extraction process, PURIC FC is concentrated into a clear, bioactive fulvic acid liquid to increase nutrient use efficiency.

## TRIAL OF PURIC FC ON WINTER WHEAT AS A FOLIAR

### Yield Response (bu/A)



Applied May 4

Third party replicated research completed in Wisconsin

## PURIC FC BENEFITS



High fulvic content and low use rate of 1-2 pt/A



See your sight gauge—PURIC FC won't turn your fertilizer black



Enhance early season root growth and emergence especially with NUTRIO® UNLOCK®

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WILBUR-ELLIS AGRIBUSINESS

# Your Friend in the Blend



Prime your liquid fertilizer with PURIC® and increase nutrient uptake and availability to the crop. PURIC PRIME contains special additives that enhance mixing ease and can be mixed with agitation or as a simple splash blend. The unique formulation of PURIC PRIME provides excellent handling characteristics and increased compatibility. Additionally, the ultra fine suspended solids content enhances the storability. PURIC PRIME is simply the most user friendly humic acid product for blending with liquid fertilizers.

## PURIC PRIME BENEFITS



Splash blending with UAN or in-furrow starters



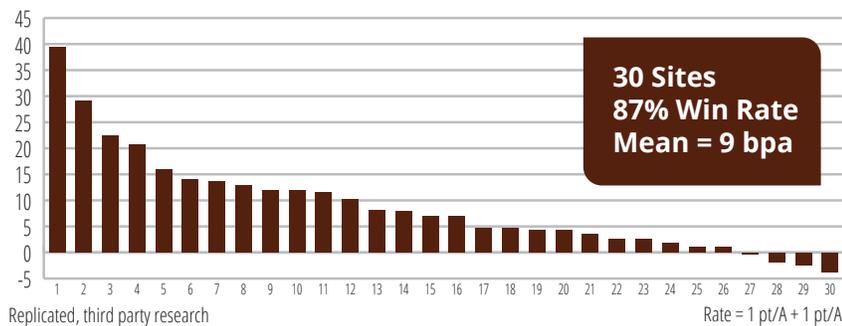
Improves soil's water-holding capacity



Compatible with NUTRIO® UNLOCK® and NDURE® DCD for complete agronomic solutions

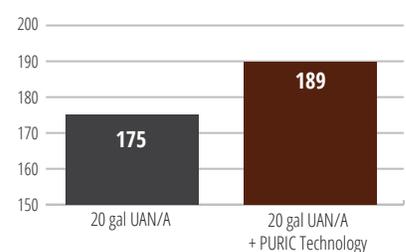
## SYNERGIZE YOUR STARTER

Corn Yield Response (bu/A) NUTRIO® UNLOCK® + PURIC® PRIME In-furrow



## PRIME YOUR NITROGEN

Corn Yield (bu/A) at Harvest



Trial: PDF187004TX48 Corn in Wharton, TX | 2018  
UAN applied in-season as a side-dress. Replicated, third party research

PURIC PRIME + UAN 32-0-0 gives growers more growing power. This power couple helps soil stay healthy and increase yields. PURIC PRIME releases and holds nutrients in the soil, promotes plant vigor and improves yields. The refined, clean formulation of PURIC PRIME not only unleashes your crop's potential, but reduces common application issues with sediments associated with less enhanced humic acid products.

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AGRIBUSINESS

# Unmatched Application Flexibility



PURIC® SALUTE® is compatible with acids, bases, and calcium-based fertilizers to deliver an 8%\* (CDFS standards) humic acid through irrigation with any type of water or fertilizer. PURIC SALUTE is the choice for tank mixes with either acidic solutions and sprays or as an addition to calcium-based nutritional products.

## PURIC SALUTE DELIVERS UNRIVALED COMPATIBILITY IN LIQUID FERTILIZER BLENDS



1. The gain without the stain, PURIC SALUTE is non-staining on poly tanks
2. PURIC SALUTE has a lower salt index compared to other humic acids.
3. The dynamic surface tension (measured in dynes/cm) is low and close in measurement to a soil surfactant or wetting agent.
  - a. Water by itself is measured at 72 dynes/cm.
  - b. PURIC SALUTE has a surface tension of 30-35 dynes/cm.
  - c. Typical soil surfactants have a measurement of around 20-30 dynes/cm.
4. PURIC SALUTE has a propensity to grab or attract cations like sodium and salts or chlorides. In doing so, along with the solubility and lower surface tension, it can help to flush them through the soil more readily.
5. Target rate is 5 gallons per acre per season and can be spread out over several applications.

## PURIC SALUTE BENEFITS



Compatible with acid fertilizers, calcium fertilizers, and NPK and micronutrient liquids



Optimize nutrient uptake, retention, and soil structure



Continual applications mitigate salts in hard-to-grow soils or challenging water

## APPLICATION RATES

**Foliar:** 1–8 pints per acre with sufficient water for thorough coverage.

**Soil:** 1 quart to 5 gallons per acre with fertilizer or water.

**Density (wt):** 9.5 lb/gal

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**Rate Per Acre**

--

**Price Per Acre**

--

Features	Benefits
1 Highly concentrated, less than 2 micron size extracted humic acid	1 Proven to improve soil structure, water holding capacity, while increasing nutrient uptake and efficiency
2 Contains fluid carbon technology, a Wilbur-Ellis patented invention for superior compatibility	2 Highly compatible humic acid that can be applied with most liquid calcium based fertilizers
3 Increases soil CEC	3 Minimizes the impact of sodic soils and challenging water conditions with continual applications in various soil types

**Pre-Call Planning**

<b>Account Name:</b>	<b>Key Contact:</b>

<b>Target Crop:</b>	<b>Application Opportunity:</b>

<b>Target Crop Total Acres:</b>	<b>Account's Appetite for New Technology (select one):</b>
	<input type="radio"/> Hot <input type="checkbox"/> Medium <input type="radio"/> Cold

**Call Objective:** *What do you want to accomplish?*


**Key Questions to Ask (Need Discovery):**


**Tools Needed for a Successful Visit:** *Sell Sheets, Relevant Trial Data, Advanced Agronomy 2 Minute Video, etc.*


Sales Call Process		
<b>Introduction/Attention Getter:</b> <i>Relative, Leading, Adds Value</i>		
<b>Uncover Customer Wants and Needs:</b> <i>What historical issues are they having with this application or what desires do they have for this season? Use a combination of open ended and close ended questions.</i>		
<b>Confirm Primary Want/Need:</b> <i>"From the conversation(s) we have had so far, I am hearing that your biggest need is... Is that about right?"</i>		
<b>Feature – Advantage - Benefit (FAB) Statements:</b> <i>Must be connected and resolve customer wants &amp; needs identified earlier. Customer's buy solutions, not products.</i>	<b>Benefit Check/Trial Close:</b> <i>Asking for their opinion, not a decision to buy/not buy.</i>	
<b>Because of .... (feature) You will be able to ... (advantage) This means that ... (benefit).</b>	<b>Frequent check in ensures the customer is following along and is listening.</b>	
<b>Handling Resistance:</b> <i><b>Repeat</b> the Objection, <b>Agree</b> with the Customer, <b>Offer Solution, Trial Close.</b> Show the customer you hear and understand their concern, explain how product FAB overcomes issue, ensure customer agrees or if they need more information.</i>		
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<b>Summary Close:</b> <i>Summarize relevant FAB's &amp; where they provide value to the customer</i>	<b>Alternative Close:</b>	<b>Ask for the Order Close:</b>
<b>Important Follow Ups/Next Steps After This Visit:</b>		



**Double down on nutrient uptake.**  
Help your blend and soil work better together.



### **PURIC® WSG**

PURIC WSG is a highly soluble, extracted humic acid that provides pure growing power.

Humic acids are organic compounds that boost plant productivity by improving the quality of the soil. PURIC WSG is a compacted granule extracted from pure leonardite ore. It makes dry fertilizer blends and soil work better, together, for increased nutrient efficiency and optimal yields.

#### **BENEFITS TO THE SOIL:**

- Improves soil structure and productivity
- Holds water and nutrients better
- Contributes to native fertility and microbial activity
- Aerates the soil by increasing porosity

#### **BENEFITS TO PLANTS:**

- Improves nutrient uptake and absorption
- Enhances early growth
- Helps crops grow deeper and thicker roots

#### **BENEFITS TO YOUR BOTTOM LINE:**

- Boosts nutrition program
- Increases crop quality
- Provides an opportunity to enhance yield

#### **FIELD COMPARISON**

Hard red winter wheat with 70 lb/A of MAP applied with the seed



**TREATED**

MAP + 3 lb/A PURIC WSG



**UNTREATED**

MAP Alone

Trial # BPS206008MT04



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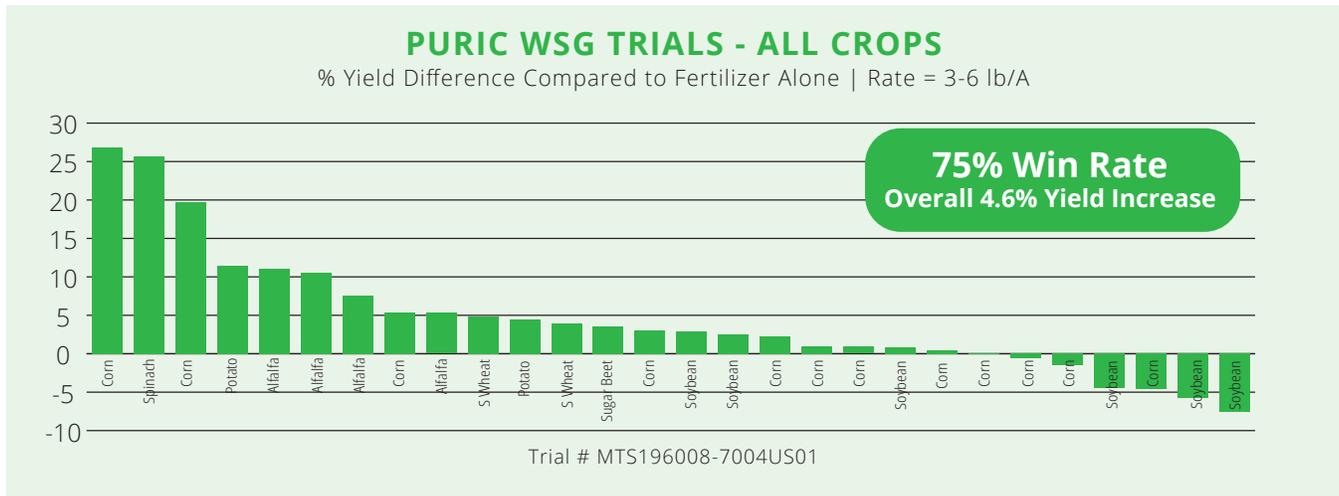


WILBUR-ELLIS  
AGRI-BUSINESS



## PURIC WSG INCREASES YIELD

Trials showed a 4.6% yield increase using PURIC WSG vs. MAP fertilizer alone.



## RATES AND APPLICATION

- PURIC WSG is compacted into a patented granule with 12% soluble potash and 67% pure, extracted humic acid from leonardite ore.
- It is approved for all broadcast, banded, or seeding applications with urea, MAP, MOP, AMS, or gypsum products.

CROP TIMING	RATE OF APPLICATION	CROPS
<b>Preplant</b> broadcast or band with dry fertilizer	2-10 lb/A	All crops
<b>Seeding</b> dry starter fertilizer blends	1-4 lb/A	Grasses, potatoes, all wheat
<b>Post-planting</b> fall applied fertilizer blends	4-10 lb/A	Corn, potatoes, winter wheat (green-up/dormancy break)
<b>Dormancy</b>	5-15 lb/A	Tree nuts, tree fruits, vines

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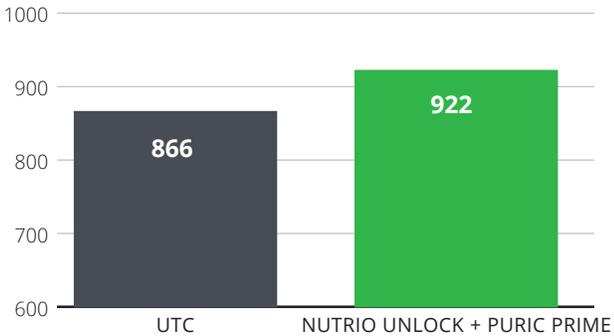




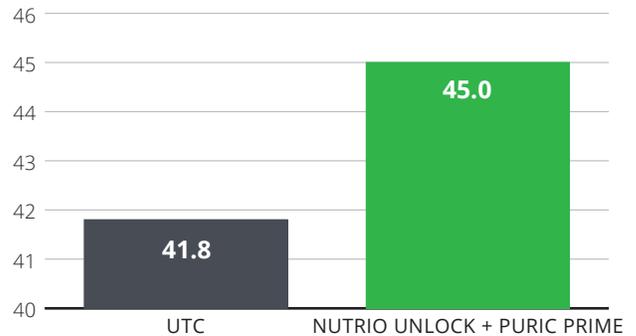
### HARVEST DATA

Data shows the increase in nutrient uptake did not result in an increase in whole nut yield, but because there was better fill (higher crack-out) and larger nuts, there was an increase in kernel yield.

#### Kernel Yield (lb/A)



#### Crack Out (% of kernel to the whole nut)



### SEEING IS BELIEVING

Trees treated with NUTRIO UNLOCK + PURIC PRIME were greener and senescing slower in the fall.



Take your yield to the next level with **NUTRIO UNLOCK + PURIC PRIME**. Learn more here:



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## LABELED RATE & GENERAL APPLICATION INFORMATION

PRODUCT	RATE	APPLICATION TYPE/TIMING
NUTRIO UNLOCK	1 pt/A	Apply NUTRIO UNLOCK and PURIC SALUTE in combination with either a starter fertilizer or sprayed over the seed line and watered in
PURIC SALUTE	1 pt/A	

Note: NUTRIO UNLOCK and PURIC SALUTE can be combined with other fertilizer products or pesticides. Trials show most application methods prove beneficial where broadcast or in-furrow application is obtainable. Broadcast applications are not recommended on hot soils (desert and South San Joaquin Valley).

BENEFICIAL BACTERIA STRAIN	FUNCTIONS
<i>Rhodopseudomonas palustris</i>	<ul style="list-style-type: none"> <li>• Produces favorable enzymes for nitrogen fixation</li> <li>• Improves organic matter mineralization</li> <li>• Nutrient acquisition</li> </ul>
<i>Bacillus brevis</i>	<ul style="list-style-type: none"> <li>• Enhances nitrogen fixation</li> <li>• Enhances phosphorus availability</li> <li>• Boosts plant biomass</li> <li>• Strong extracellular enzyme producer – wide spectrum</li> </ul>
<i>Lactobacillus plantarum</i>	<ul style="list-style-type: none"> <li>• Enhances nitrogen fixation</li> <li>• Increases phosphorus utilization</li> <li>• Nutritionally adaptive</li> </ul>
<i>Bacillus licheniformis</i>	<ul style="list-style-type: none"> <li>• Increases nitrogen fixation</li> <li>• Contributes to phosphorus solubilization</li> <li>• Increases plant root establishment and development</li> <li>• Aids in organic matter mineralization</li> </ul>
<i>Bacillus megaterium</i>	<ul style="list-style-type: none"> <li>• Improves nitrogen fixation</li> <li>• Boosts phosphate solubilization</li> <li>• Enhances nutrient uptake</li> </ul>
<i>Rhodococcus rhodochrous</i>	<ul style="list-style-type: none"> <li>• Enhances nitrogen fixation</li> <li>• Converts nitrogen into a usable plant form</li> <li>• Improves organic matter mineralization</li> </ul>
<i>Streptomyces griseus</i>	<ul style="list-style-type: none"> <li>• Enhances nutrient mobility</li> </ul>

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<b>Sales Call Process</b>		
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<b>Because of .... (feature) You will be able to ... (advantage)</b> <b>This means that ... (benefit).</b>	<b>Frequent check in ensures the customer is following along and is listening.</b>	
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ABIOTIC STRESS MANAGEMENT

**CHILLAX**<sup>®</sup>

# Compatibility Guide

PRODUCT	RESULTS	MIXING NOTES
Ammonium Sulfate	● Incompatible	Poor
Boron 10%	● Compatible	Good
Calcium Chloride	● Compatible	Must add water first, CHILLAX <sup>®</sup> second, then Calcium Chloride last
Citric Acid Foliars	● Incompatible	No way
FOLI-GRO <sup>®</sup> 615	● Incompatible	
FOLI-GRO <sup>®</sup> HIGHTIDE <sup>®</sup>	● Compatible	
FOLI-GRO <sup>®</sup> KAP	● Compatible	
FOLI-GRO <sup>®</sup> KILO <sup>®</sup>	● Compatible	
FOLI-GRO <sup>®</sup> MAGNESIUM 4%	● Incompatible	
FOLI-GRO <sup>®</sup> TIDALWAVE <sup>®</sup>	● Compatible	
FOLI-GRO ZINC	● Incompatible	
Gibberellic Acid	● Compatible	Under pH 8.0
Inorganic Salts	● Incompatible	No way
Lignosulfonates	● Incompatible	No way
Magnesium EDTA	● Compatible	Stable
Magnesium Sulfate	● Incompatible	No way
MORA-LEAF <sup>®</sup> P&K	● Compatible	Must add water first
N-P-K	● Compatible	Must add water first
NDemand <sup>®</sup> 30L	● Compatible	
NDemand <sup>®</sup> 88	● Compatible	Phosphate may be a problem
NDemand <sup>®</sup> ENTOURAGE <sup>®</sup>	● Compatible	
NDemand <sup>®</sup> HIGH END <sup>®</sup>	● Compatible	
NDemand <sup>®</sup> KILO <sup>®</sup>	● Compatible	
NDemand <sup>®</sup> MICRO MIX	● Compatible	
NDemand <sup>®</sup> POLISH <sup>®</sup>	● Incompatible	
Phosphate N	● Compatible	Must add water first
Phosphates	● Compatible	Must add water first
Phosphites	● Compatible	Must add water first
Pot Carb	● Compatible	Must add water first
Potassium Nitrate	● Compatible	Must add water first
Potassium Phosphate N	● Compatible	Must add water first
TRI-FOL <sup>®</sup>	● Compatible	Above pH 7.0
UN-32	● Compatible	Poor
Unchelated Micronutrients	● Incompatible	
Urea (46-0-0)	● Compatible	Stable
VERSATILE <sup>®</sup> MAGNESIUM	● Compatible	
VERSATILE <sup>®</sup> MANGANESE	● Compatible	
VERSATILE <sup>®</sup> VERDE <sup>®</sup>	● Compatible	
VERSATILE <sup>®</sup> ZINC	● Compatible	
Zinc EDTA	● Compatible	Stable
Zinc Sulfate	● Incompatible	No way

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# SPARRA™ Compatibility Guide

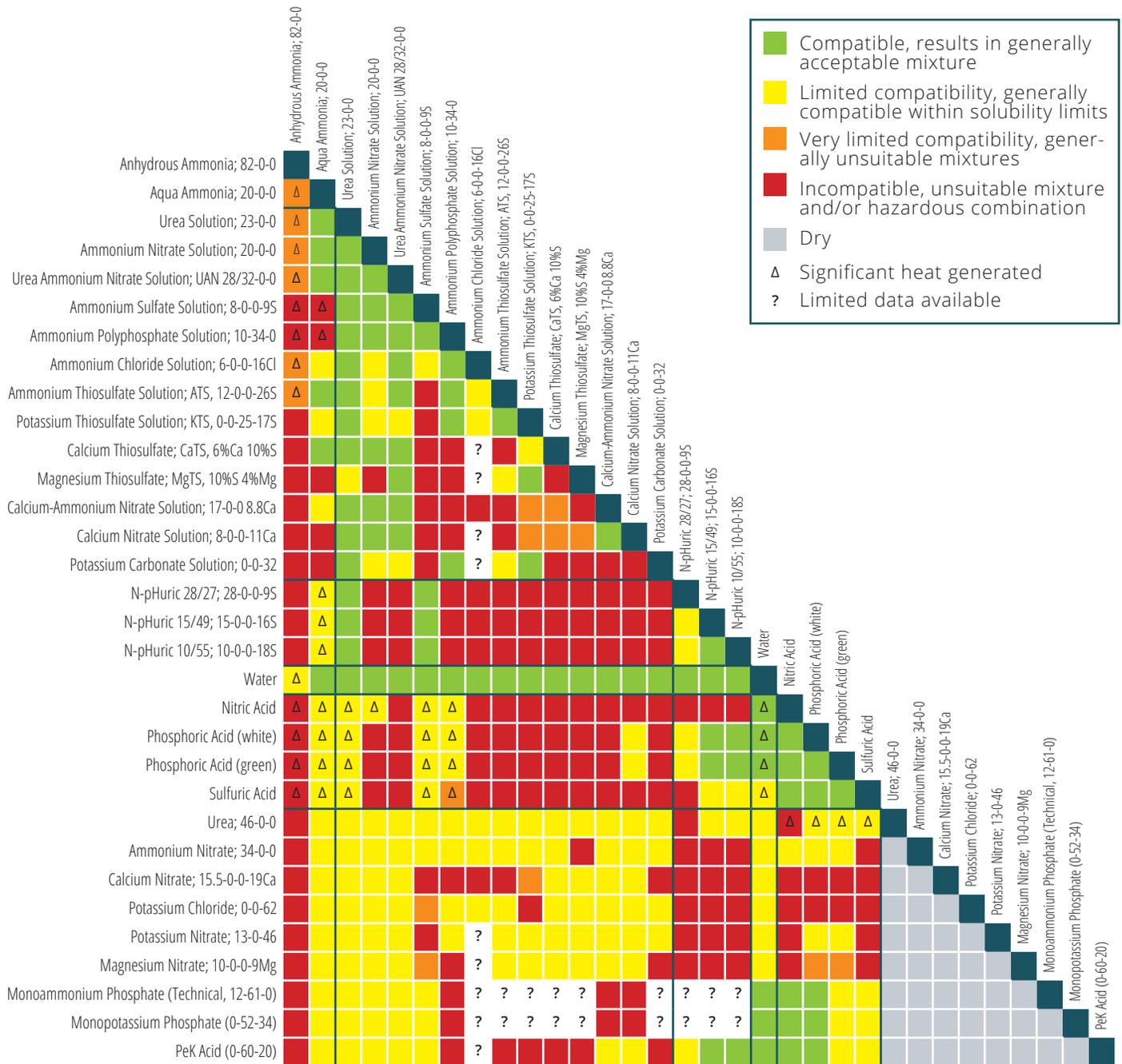
ACTIVES	PRODUCT	USE RATE	RESULTS
3 qt/10 gal	Romeo	0.91 lb/A	● Compatible
	Sonata®	4 qt/A	● Compatible
	Bravo	3 gal/A	● Limited Compatibility — Fallout Overnight
	Badge® X2	11/lb/A	● Incompatible
	Sulfur Dry Flowable	20 lb/A	● Compatible
	Manzate®	3 lb/A	● Compatible

NUTRITION	PRODUCT	USE RATE	RESULTS
3qt/100 gal	FOLI-GRO® ACTION®	3 gal/A	● Compatible
	FOLI-GRO BORON	1 qt/A	● Compatible
	FOLI-GRO CALCIUM	2 qt/A	● Incompatible*
	FOLI-GRO HIGHTIDE®	1 qt/A	● Compatible
	FOLI-GRO KILO®	5 gal/A	● Compatible
	FOLI-GRO POLISH®	2 qt/A	● Incompatible*
	FOLI-GRO TIDALWAVE®	1 qt/A	● Compatible
	FOLI-GRO ZINC	1 gal/A	● Incompatible*
	FOLI-GRO WESTERN MIX	2 qt/A	● Incompatible*
	NDemand® 30L	5 gal/A	● Compatible
	NDemand 88	1 gal/A	● Limited Compatibility — Fallout After Few Days
	ProNatural® Micros	2 qt/A	● Incompatible*
	TILL-IT® 9% ZINC EDTA	1 gal/A	● Compatible
	TILL-IT BLUE-ZONE® ULTRA	10 gal/A	● Compatible
	TILL-IT DUO ZINC	3 gal/A	● Compatible
	TILL-IT GOLD-ZONE® ULTRA	10 gal/A	● Compatible
	TILL-IT REKOIL	30 gal/A	● Compatible
	VERSATILE® AGRA-MIX II	2 qt/A	● Compatible
	VERSATILE BORON	1 qt/A	● Compatible
	VERSATILE VERDE	2 qt/A	● Compatible
	VERSATILE ZINC	2 qt/A	● Compatible
	WECO ZBM	2 qt/A	● Compatible

\*Add 1-2 pints of TRI-FOL® to increase tank mix compatibility, apply within 48 hours.

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# LIQUID FERTILIZER COMPATIBILITY CHART



## Caution:

This information has been compiled by the Fluid Fertilizer Foundation as a general guide only. Neither the Fluid Fertilizer Foundation or contributors guarantee the accuracy of the information. Please refer to manufacturer/supplier product information and also perform a small jar compatibility test prior to final mixing.



	Splash Blends*				Agitated Blends**			
	PURIC™ 12% Humic Acid	TILL-IT® 6% HUMIC 6% Humic Acid	PURIC/Water 1:2*** 4% Humic Acid	PURIC PRIME 12% 12% Humic Acid	PURIC 12% Humic Acid	TILL-IT 6% HUMIC 6% Humic Acid	PURIC/Water 1:2*** 4% Humic Acid	PURIC PRIME 12% 12% Humic Acid
UAN Solutions	7	2	2	1	2,3,8	2,3,8	2,8	1
Ammonium Thiosulfate	7	2	2	1	2,3,8	2,3,8	2,8	1
AN-20	7	2	2	1	2,3,8	2,3,8	2,8	1
CAN-17	6	6	6	4	2,3,8	2,3,8	2,8	4
CN-9	6	6	6	4	2,3,8	2,3,8	2,8	4
28-0-55	7	2	2	1	2,3,8	2,3,8	2,8	1
Urea Solutions	1	1	1	1	1	1	1	1
NDemand® 30L	1	1	1	1	1	1	1	1
NDemand ENTOURAGE®	1	1	1	1	1	1	1	1
NDemand ENTOURAGE K	2	1	1	1	1,8	1,8	1,8	1
Ammonium Sulfate Solution	7	2	2	1	2,3,8	2,3,8	2,8	1
Aqua Ammonia	1	1	1	1	1	1	1	1
10-34-0 and 11-37-0	7	2,3	2	4	2,3,8	2,8	2,8	4
3-18-18	7	2,3	2	4	2,3,8	2,8	2,8	4
6-24-6	7	2,3	2	4	2,3,8	2,8	2,8	4
TILL-IT® BLUE-ZONE® ULTRA	7	2,3	2	4	2,3,8	2,8	2,8	4
Phosphoric Acid	9	9	9	9	9	9	9	9
Intelliphos® Products	7	2,3	2	4	2,3,8	2,8	2,8	4
Potassium Carbonate	7	1	1	1	2,3,8	1,8	1,8	1
Potassium Sulfate Solutions (ESP)	7	2	2	1	2,3,8	2,8	2,8	1
MOP Solutions (0-0-13 or similar)	7	2	2	1	2,3,8	2,8	2,8	1
Potassium Nitrate Solutions	2,3	2	2	1	2,3,8	2,8	2,8	1
Potassium Thiosulfate (KTS)	7	1	1	1	2,3,8	1,8	1,8	1
TILL-IT EDTA and Versatile® Chelates	5	1,5	1,5	1	1,5	1,5	1,5	1
FOLI-GRO® Micronutrients	5	2	2	1	2,8	2,8	2,8	1
NPK Blends (4-10-10 and similar)	7	2,3	2	4	2,8	2,8	2,8	4
Urea Sulfuric Acid solutions	9	9	9	9	9	9	9	9

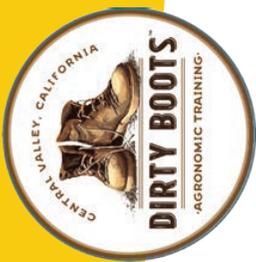
**Humic Acid Blending Guidelines and Best Practices**

- Where possible, always blend with agitation of a liquid blender or induction system.
- When mixing with liquid fertilizer solutions, gradually add fertilizer to PURIC with agitation.
- If adding directly to a concentrated fertilizer solution, PURIC may not readily disperse without adding water.
- Maintain a pH greater than 6.
- Calcium solutions have very limited compatibility with PURIC.

Compatible
Limited Compatibility
Very Limited Compatibility
Incompatible

1. Will mix and remain stable in storage.
2. Will mix, but may settle out in storage. Recirculate if sediment forms.
3. Will mix, but some staining of mixing vessel or truck may occur.
4. Dilute 2 parts PURIC PRIME with 1 part water prior to mixing.
5. May thicken depending on ratio of fertilizer to humic acid.
6. Calcium and humic acid are not compatible. Try PURIC PRIME and circulate if humic acid settles out.
7. PURIC PRIME will mix with this without requiring water.
8. Add water and humic acid to blender first for best results.
9. Strong acids are not compatible with humic acid; pH must be 6 or above.

\* Splash blends are those where the components are pumped into a tank, and the movement of delivery is relied on for mixing.  
 \*\*\* Agitated blends are those where the components are mixed in a liquid blender or the components are combined through an induction system.  
 \*\*\*\* Blend of one part PURIC to two parts water.



# COMPOUND SOLUBILITY

## for Compounds in Common Liquid Fertilizers

Also applies to  
Ca & Mn

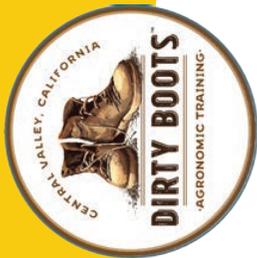
		Cations								
		Acids	Ammonium NH <sub>4</sub> <sup>+</sup>	Potassium K <sup>+</sup>	Calcium Ca <sup>2+</sup>	Magnesium Mg <sup>2+</sup>	Zinc Zn <sup>2+</sup>	Iron Fe <sup>2+</sup>	Sodium Na <sup>+</sup>	
Anions	Acetate C <sub>2</sub> H <sub>3</sub> O <sub>2</sub> <sup>-</sup>	● Acetic Acid	● Ammonium Acetate	● Potassium Acetate	● Calcium Acetate	● Magnesium Acetate	● Zinc Acetate	● Iron Acetate	Sodium Acetate	
	Carbonate CO <sub>3</sub> <sup>2-</sup>	Carbonic Acid	N/A	● Potassium Carbonate	● Calcium Carbonate	● Magnesium Carbonate	● Zinc Carbonate	● Iron Carbonate	Sodium Carbonate	
	Bicarbonate HCO <sub>3</sub> <sup>-</sup>	N/A	Ammonium Bicarbonate	Potassium Bicarbonate	Calcium Bicarbonate	Magnesium Bicarbonate	N/A	N/A	Sodium Bicarbonate	
	Hydroxide OH <sup>-</sup>	● Water	● Ammonium Hydroxide	● Potassium Hydroxide	● Calcium Hydroxide	● Magnesium Hydroxide	● Zinc Hydroxide	● Iron Hydroxide	● Sodium Hydroxide	
	Nitrate NO <sub>3</sub> <sup>-</sup>	● Nitric Acid	● Ammonium Nitrate	● Potassium Nitrate	● Calcium Nitrate	● Magnesium Nitrate	● Zinc Nitrate	● Iron Nitrate	● Sodium Nitrate	
	Oxide O <sup>2-</sup>	N/A	N/A	● Potassium Oxide	Calcium Oxide	Magnesium Oxide	Zinc Oxide	● Iron Oxide	Sodium Oxide	
	Phosphate PO <sub>4</sub> <sup>3-</sup>	● Phosphoric Acid	● Ammonium Phosphate	● Potassium Phosphate	● Calcium Phosphate	● Magnesium Phosphate	● Zinc Phosphate	● Iron Phosphate	Sodium Phosphate	
	Sulfate SO <sub>4</sub> <sup>2-</sup>	● Sulfuric Acid	● Ammonium Sulfate	● Potassium Sulfate	● Calcium Sulfate	● Magnesium Sulfate	● Zinc Sulfate	● Iron Sulfate	Sodium Sulfate	
	Thiosulfate S <sub>2</sub> O <sub>3</sub> <sup>2-</sup>	N/A	● Ammonium Thiosulfate	● Potassium Thiosulfate	● Calcium Thiosulfate	● Magnesium Thiosulfate	N/A	N/A	Sodium Thiosulfate	
	Citrate C <sub>6</sub> H <sub>5</sub> O <sub>7</sub> <sup>3-</sup>	● Citric Acid	● Ammonium Citrate	● Potassium Citrate	● Calcium Citrate	● Magnesium Citrate	● Zinc Citrate	● Iron Citrate	Sodium Citrate	
	Chloride Cl <sup>-</sup>	● Hydrochloric Acid	● Ammonium Chloride	● Potassium Chloride	● Calcium Chloride	● Magnesium Chloride	● Zinc Chloride	● Iron Chloride	Sodium Chloride	
	Molybdate MoO <sub>4</sub> <sup>2-</sup>	● Molybdic Acid	● Ammonium Molybdate	● Potassium Molybdate	● Calcium Molybdate	● Magnesium Molybdate	● Zinc Molybdate	● Iron Molybdate	● Sodium Molybdate	
	Borate BO <sub>3</sub> <sup>2-</sup>	● Boric Acid	● Ammonium Borate	● Potassium Borate	● Calcium Borate	● Magnesium Borate	● Zinc Borate	● Iron Borate	● Sodium Borate	

Soluble
Conditionally Soluble
Insoluble

● Common Ingredient in Fertilizers

This guide is based on mixes done at full concentration at temps 60-70°F. Always read and follow handling instructions on product packaging.





# IN-FIELD FERTILIZER COMPATIBILITY

## For Non-Nutrient Based Materials

### MIX RESULTS BASED ON:

- Low to moderate agitation
- 50-50 ratio; no dilution
- Flexible mix order
- 40 - 110°F
- Standard PPE & safety procedures
- Poly tanks, pump(?)
- Apply within 48 hours

- Green** Clear, safe mix or intentional suspension in typical in-field mixing conditions  
*Minimal residue/particulate, no worker safety hazards, retains plant-available-form of nutrients*
- Yellow** Not advised in typical in-field mixing conditions  
*May be done successfully with additional procedures (see numbered key & consult with agronomist)*
- Yellow 1** Dilution with water required
- Yellow 2** Specific mix ratios required
- Red** Not advised in typical in-field mixing conditions  
*May result in excessive residue/particulate, plugging hazard, worker safety hazards or material loss*
- Black** May affect living organisms; consider pH, dilution and application window

	Aqua Ammonia	10-34-0	UAN-32	KTS	CAN-17	0-52-0	0-55-0	US-15/49	Water	Molasses	Food Waste Based Fertilizers	Fish Based Fertilizers	Citric Acid Solution	Lactic Acid Solution	Ascophyllum Nodosum	Ecklonia Maxima	Fulvic Acids	Humic Acids (near neutral-acidic)	Humic Acids - (alkaline)	
Molasses	1,2								1,2											
*Food Waste (Hydrolosate/fermented/digested)																				
*Fish Based Fertilizers																				
Citric Acid Solution																				
Lactic Acid Solution																				
Ascophyllum Nodosum	1,2																			
Ecklonia Maxima																				
Fulvic Acids	1,2																			
*Humic Acids (near neutral-acidic)																				
*Humic Acids (alkaline)	1,2																			

This guide is based on a 50-50 ratio, no dilution, unspecified mix order, and typical in-field mixing conditions for the Central Valley including low/infrequent agitation, temps 40-110°F and standard safety procedures. These guidelines do not apply for mixes done in facilities with special tools/equipment for pH control, agitation, safety, etc.

**As these mixes may contain living organisms and/or result in intentional suspensions, it is assumed that standard mixing procedure also includes application within 48 hours and sufficient agitation prior to application. This especially applies to high-oil food and fish materials. Always read and follow handling instructions on product packaging.**

\* Materials vary greatly in purity/quality which may affect mix properties. Always do a jar test and keep an eye on quality control.









Sales Call Process		
<b>Introduction/Attention Getter:</b> <i>Relative, Leading, Adds Value</i>		
<b>Uncover Customer Wants and Needs:</b> <i>What historical issues are they having with this application or what desires do they have for this season? Use a combination of open ended and close ended questions.</i>		
<b>Confirm Primary Want/Need:</b> <i>"From the conversation(s) we have had so far, I am hearing that your biggest need is... Is that about right?"</i>		
<b>Feature - Advantage - Benefit (FAB) Statements:</b> <i>Must be connected and resolve customer wants &amp; needs identified earlier. Customer's buy solutions, not products.</i>	<b>Benefit Check/Trial Close:</b> <i>Asking for their opinion, not a decision to buy/not buy.</i>	
<b>Because of .... (feature) You will be able to ... (advantage) This means that ... (benefit).</b>	<b>Frequent check in ensures the customer is following along and is listening.</b>	
<b>Handling Resistance:</b> <i><b>Repeat</b> the Objection, <b>Agree</b> with the Customer, <b>Offer Solution, Trial Close.</b> Show the customer you hear and understand their concern, explain how product FAB overcomes issue, ensure customer agrees or if they need more information.</i>		
<b>Potential Customer Objections:</b>	<b>Objection Handling:</b>	
<b>Closing the Sale:</b> <i>Asking the customer for a decision.</i>		
<b>Summary Close:</b> <i>Summarize relevant FAB's &amp; where they provide value to the customer</i>	<b>Alternative Close:</b>	<b>Ask for the Order Close:</b>
<b>Important Follow Ups/Next Steps After This Visit:</b>		







## PLANT NUTRITION BENEFITS ATTRIBUTED TO PROTEIN HYDROLYSATES

- Promotes nitrogen assimilation and metabolism, as well as being a source of N
- Micronutrient chelation and complexing for increased bioavailability
- May increase tolerance to abiotic stress, such as extreme temperatures, drought, salinity, pests and low-light conditions
- Promotes accumulation of sugars and antioxidants
- Promotes enhanced root growth for a more favorable root to shoot ratio
- Promotes microbial growth in the soil microbiome

## USING PROTEIN HYDROLYSATES IN PLANT NUTRITION

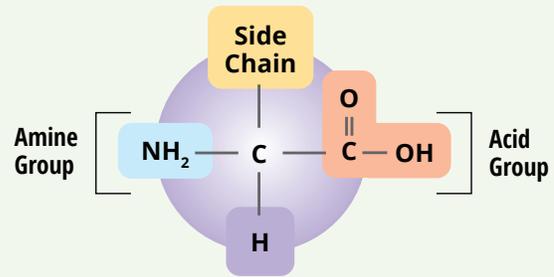
In agricultural micronutrient formulations, amino acids and peptides serve as complexing agents and provide valuable nutrition in the form of nitrogen.

The complexing power of these compounds is weaker than chelating agents like EDTA, but still enables good tank mix compatibility with pesticides and other spray tank components. Foliar and soil applications can be made with protein hydrolysate-based fertilizers, however, microbial breakdown is extremely rapid in the soil and not recommended. Peptides have good acceptance by plants, as they are rapidly taken in and are metabolic precursors for a number of valuable compounds.

## FEATURES AND BENEFITS OF PROTEIN HYDROLYSATE FORMULATIONS OF SECONDARY- AND MICRO-NUTRIENTS

- 100% plant protein hydrolysates derived from consistent source of high-quality plant protein
- Better availability of secondary nutrients and complexing of micronutrients with a plant-based molecule
- Consistency in protein source equates to consistency in finished products (critical)
- Reduced salt and heavy metal content compared to animal-based protein hydrolysates for greater plant and environmental safety
- More favorable amino acid profile than animal-based hydrolysates (e.g. high glutamic and aspartic acids, which play a role in N assimilation)

## Amino Acid Complex



## LONG SHELF-LIFE STABILITY

Protein hydrolysate-based fertilizers will be key to your Total Nutrition System® when used according to the label. While the products are approved for organic agriculture, the benefit to conventional crops will be just as evident. Using these fertilizers for foliar applications in combination with other fertilizers will ensure that a conventional crop's nutrition is balanced. For organic agriculture, when used with organic NPK fertilizers sources, protein hydrolysate fertilizers are an excellent source of N to fill short and long term N needs.

**Nitrogen assimilation:** Glutamine, Proline, Tryptophan, Methionine, Phenylalanine

**Essential for effective translocation of nutrients:** Glycine, Glutamic Acid, Proline

**Micronutrient chelation and complexing agents:** Glutamic Acid, Glycine

**Increased tolerance to abiotic stress, such as extreme temperatures, drought, salinity and low light conditions:** Tryptophan, Adenosine, Arginine

**Accumulation of sugars and antioxidants:** Glutamine and Arginine

**Natural metabolic precursors to plant hormones:** Tryptophan and Adenosine

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PAGE 2





# Yield More With the Power of Employ®



Employ® is a biochemical pesticide formulated with Harpin  $\alpha\beta$  protein. When applied to alfalfa, EMPLOY activates a systemic acquired resistance (SAR) defense mechanism which results in suppression of nematodes and improved crop growth, quality, and yields.

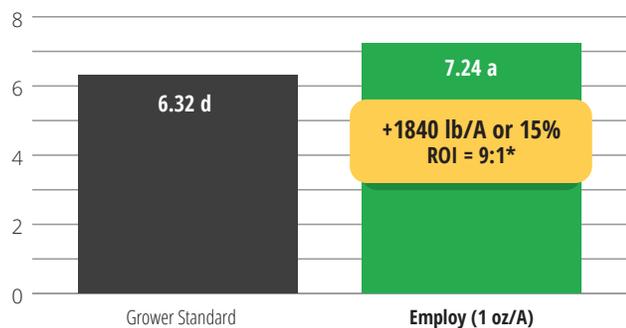
## EMPLOY HIGHLIGHTS

- Increases yields up to 1840 lb/A or 15%
- Return on investment up to 9:1
- Increases relative feed values up to 10%

## EMPLOY ON ALFALFA

### Dry Weight Yield (Tons/A)

Total Yield from 3 Cuttings



Data Provided by Plant Health Care

Summary across 3 trials in Washington (2) and Wisconsin, 2009.  
Values followed by the same letter are not significantly different (AOV LSD P=0.05).

## EMPLOY BENEFITS

- Improved crop yield
- Improved quality
- Improved crop growth
- Suppression of nematodes
- No MRL or active ingredient restrictions

## PRODUCT INFORMATION

- 4-hour re-entry interval, 0-day pre-harvest interval, rainfast in 30 minutes.
- A non-ionic surfactant such as EMBRECE EA® at 0.125% v/v or 16 fl oz/100 gallons may be used to enhance coverage.

## APPLICATION & TIMING

Method	Rate	Timing
Foliar	1 oz/A	Apply once in a tank mix with herbicides, insecticides, and/or foliar nutrients early in the growing season.

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THE POWER OF WE  WILBUR-ELLIS

# Suppress Nematodes and Increase Almond Yields



Employ® is a biochemical pesticide containing the Harpin  $\alpha\beta$  protein that, when applied to almonds, activates the plant's systemic acquired resistance (SAR) for nematode suppression and consequent improvements in plant health, nut quality, and yields.

## EMPLOY HIGHLIGHTS

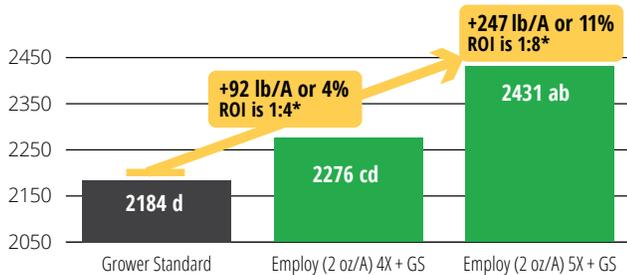
- Increase nutmeat yields up to 247 lb/A or 11%
- Increase nut weight by 6%
- Return on investment up to 1:8

## EMPLOY BENEFITS

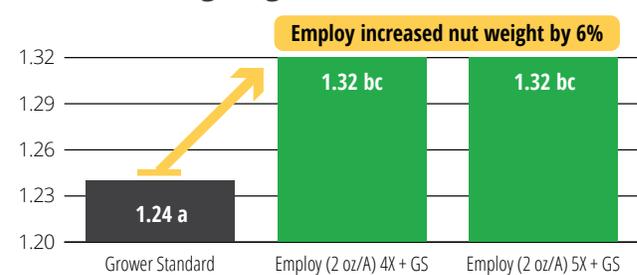
- No MRL or Active Ingredient restrictions
- Compatible with most pesticides and foliar nutrients
- Low use rates, 0 Day PHI and 4 hour REI

## EMPLOY ON ALMONDS

### Nutmeat Yield (lb/A)



### Nutmeat Weight (g/nut)



Data Provided by Plant Health Care

EMPLOY was applied 4 or 5X at pink bud, early leaf out, mid-May, hull split, and for the 5th application, early postharvest (10/6/18) in 2018 and 2019. Almond cultivars tested: 'Nonpareil', 6-year-old trees planted in 2013; harvest in year two on 8/21/19. Bars followed by the same letter are not significantly different (AOV LSD P=0.05). \*Return on investment (ROI) based on Nonpareil at \$2.66/lb in 2019 (Merlo Farming Group).

## APPLICATION & TIMING

Application Method	Rate	Application Timing
Foliar	2-3 oz/A	Application timing will be based on growth stages of plant as in the research attached- pink bud, early leaf out, mid-May, hull split and early postharvest

## PRODUCT INFORMATION

- 4-hour re-entry interval, 0-day pre-harvest interval, rainfast in 30 minutes.
- Use spray solution within 24 hours.
- A non-ionic surfactant such as EMBRECE EA® at 0.125% v/v or 16 fl oz/100 gallons may be used to enhance coverage.

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# Suppress Nematodes and Increase Yields and Fruit Quality



**Employ®** is a biochemical pesticide that suppresses nematode egg production, which can lead to healthier roots and plants, improved nutrient uptake, higher quality of fruit, and facilitates integrated pest management programs.

Harpin αβ, the 2nd generation of the Harpin protein present in Employ, is a biochemical produced by many pathogenic bacteria that signals plants' immune response and defense pathways that results in improved growth, coloring, and fruit size of grapevines and increased overall yield of certain crops.

## NEMATODE SUPPRESSION SUPPORTS

- Healthier roots
- Improved berry coloring
- Improved berry brix
- Increased yields

## BEST USE RECOMMENDATIONS ON GRAPES

Timing	Rate
Prebloom	
4-8 mm berries	
Bunch closure	2 oz/A
Veraison	
Postharvest (for added suppression of nematodes at fall root flush)	

## EMPLOY BENEFITS



No AI restrictions



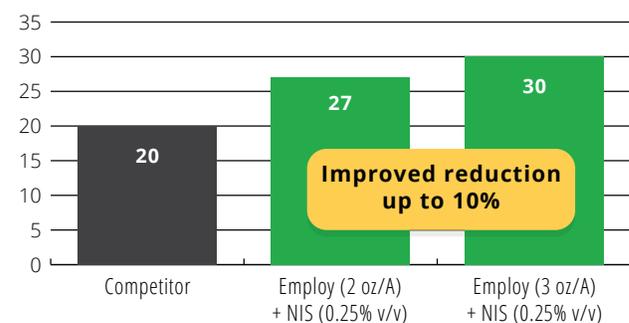
Cost effective tank mix partner



Registered in California

## EMPLOY WINE GRAPE NEMATODE SUPPRESSION

**Avg. (%) Reduction of Root Knot Nematodes Across 3 Years**



Applications: Employ 4 times per year; "Competitor" once per year

Location: Five Points, CA | Crop: Grape 'Magnum Chardonnay 69 French 76' rootstock 3309, planted and inoculated May 15, 2017

Pest: Root knot nematode, *Meloidogyne spp.*

Data provided by Plant Health Care

SEEING IS BELIEVING .....➤





## EMPLOY WINE GRAPE TRIAL | GRENACHE

Employ's versatility of application timings on the Grenache variety shows increased brix vs. grower standard.

EVALUATION DATE	BRIX IN EMPLOY BLOCK	BRIX IN GS BLOCK	% INCREASE
8/11/21	18.6	17.2	8.13%
8/18/21	19.4	18	7.77%
8/25/21	20.8	18.7	11.22%
9/1/21	21.5	19.8	8.58%
<b>Average</b>			<b>+8.9%</b>

Applications: Employ @ 2.1 oz/A at the beginning of flowering May 13, 2021, June 5, 2021, and June 26, 2021

Location: Valle de San Vicente, Ensenada, Baja California, Mexico

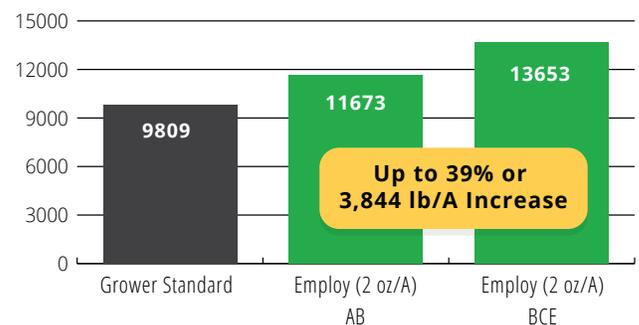
Crop: Grape 'Grenache' harvested on 9/1/21

Data provided by Plant Health Care



## EMPLOY WINE GRAPE TRIAL | PINOT NOIR

### Yield (lb/A)



Applications: A = 4/1/22 @ 12-24 inch shoot; B= 6/8/22 @ fruit set; C=7/6/22 @ bunch closure; D=8/10/22 @ veraison; E=8/24/22 @ two weeks before harvest.

Location: Lompoc, California | Crop: Grape 'Pinot Noir' harvested on 9/7/22

Data provided by Plant Health Care



**SCAN THE QR FOR MORE INFO ON EMPLOY**

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Sales Call Process		
<b>Introduction/Attention Getter:</b> <i>Relative, Leading, Adds Value</i>		
<b>Uncover Customer Wants and Needs:</b> <i>What historical issues are they having with this application or what desires do they have for this season? Use a combination of open ended and close ended questions.</i>		
<b>Confirm Primary Want/Need:</b> <i>"From the conversation(s) we have had so far, I am hearing that your biggest need is... Is that about right?"</i>		
<b>Feature - Advantage - Benefit (FAB) Statements:</b> <i>Must be connected and resolve customer wants &amp; needs identified earlier. Customer's buy solutions, not products.</i>	<b>Benefit Check/Trial Close:</b> <i>Asking for their opinion, not a decision to buy/not buy.</i>	
<i>Because of .... (feature) You will be able to ... (advantage) This means that ... (benefit).</i>	<i>Frequent check in ensures the customer is following along and is listening.</i>	
<b>Handling Resistance:</b> <i><b>Repeat</b> the Objection, <b>Agree</b> with the Customer, <b>Offer Solution, Trial Close.</b> Show the customer you hear and understand their concern, explain how product FAB overcomes issue, ensure customer agrees or if they need more information.</i>		
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<b>Important Follow Ups/Next Steps After This Visit:</b>		

# Amplify Your Crop Protection Program



- 0-day PHI
- Disease suppression and control with a unique mode of action without known resistance
- Valuable tool to be used in an effective conventional resistance management program

Romeo CA is a preventive fungicide that signals plants to produce compounds to control several plant pathogens, including powdery mildew. The yeast-based active ingredient is non-living and contains five constituents, each individually and uniquely contributing to disease control.

## ROMEO CA BENEFITS



Delayed disease onset with early application



Build plants' own resistance to disease by inducing systemic resistance

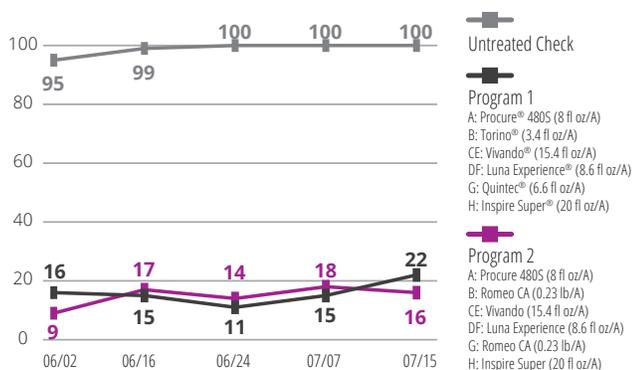


Strengthen vines for later applications within program



Provide substantial control in light to medium pressure

### Incidence on Clusters %



- Very high disease pressure (100% incidence in UTC).
- Chemical program and chemical rotating with Romeo CA program show similar protections (same stat group).  
Data Supplied by Agrauxine | Hickman, CA 2020

GROWTH STAGE	PRODUCT	RATE AND COMMENTS
<b>Pre-Bloom</b>	Romeo CA (FRAC P06) [and Sonata <sup>®</sup> (FRAC BM02)]	0.23 lb (2 quarts) *April 4-7, region/weather dependent
<b>Bloom</b>	BAJA <sup>™</sup> (FRAC 7, 9)	14 fl oz or other FRAC 9, 11, 12, 17 products
<b>Late Bloom</b>	Romeo CA (and Sonata)	0.23 lb (2 quarts)
<b>Prior to Berry Touch</b>	BAJA	14 fl oz/acre
<b>Early Shoot Development and Through Season on 14-Day Schedule</b>	Sulfur Dry Flowable Dusting Sulfur	4-6 lbs/acre 10-20 lbs/acre Repeat applications as necessary to protect new growth.
6-8 inch long shoots, 12-15 inch long shoots, and third application 14 days later.		

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AGRIBUSINESS

# POTASSIUM ACETATE TECHNOLOGY

## FEATURING

FOLI-GRO® KILO®	86
FOLI-GRO® KILO® on Grapes	87
FOLI-GRO® KILO® on Lettuce	88



# Fast & Safe K Delivery in Any Application

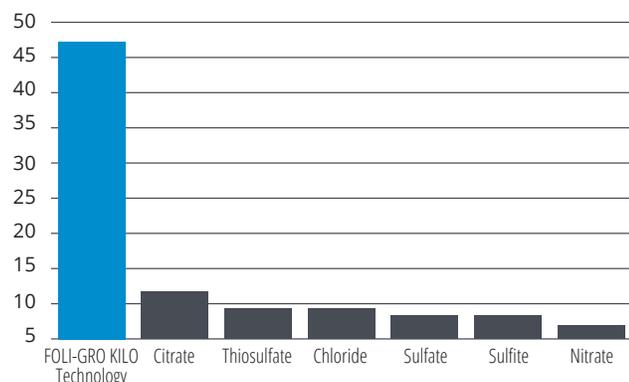


## PROBLEM: Your current form of potassium is not as efficient when compared to K acetate

- Acetate in FOLI-GRO® KILO® stimulates biological activity—increasing nutrient uptake/efficiency
- The most water soluble & available source of K
- Soil tests can be misleading and K levels are dropping. Make sure you have enough plant-available potassium for your yield goals.

## FOLIAR ABSORPTION RATE OF FOLI-GRO KILO VS OTHER POTASSIUM SOURCES

### % K Absorption, Soybean Leaves



Journal of Plant Nutrition, 9(2), 143-157 (1986)

## APPLICATION RATES

APPLICATION	USE RATE PER ACRE
<b>In-Furrow</b>	2-6 quarts
<b>Foliar</b>	Row crop: 1-8 quarts Specialty crops: 1-3 gallons
<b>Fertigation</b>	1-3 gallons

## GUARANTEED ANALYSIS

Soluble Potash (K<sub>2</sub>O).....24.00%

DERIVED FROM: Potassium Acetate.

## POTASSIUM BENEFITS



Increased stomatal regulation



Stalk and standability



Increased enzyme activity  
and photosynthesis

## FOLI-GRO KILO BENEFITS



Increase (regulates) translocation  
of water and nutrients



Increase stalk strength  
and standability



Low salt, chlorine free,  
and increased solubility

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# Superior Solubility for Brix Levels



Engineered using the most readily soluble and accessible potassium source, the acetate found in FOLI-GRO® KILO® stimulates natural biological processes, resulting in heightened brix levels. By utilizing FOLI-GRO KILO through foliar applications, vines get the boost they need to restore depleted potassium levels.

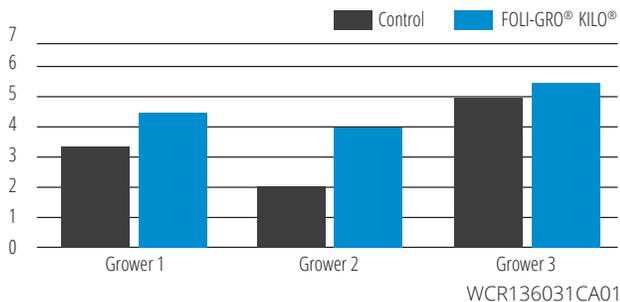
Higher potassium levels in grapes help translocate sugars into fruit, translating into higher berry weight and brix at harvest. Furthermore, FOLI-GRO KILO effortlessly blends with other fertilizers, streamlining application procedures and reducing costs.

## RECOMMENDED APPLICATION

At early veraison and early brix (14-18 degrees), apply 1 gal of FOLI-GRO KILO plus desired tank mix partners.

## REPLENISH POTASSIUM LEVELS TO ACHIEVE BRIX

Net Change In Brix From Pre-treatment Level



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## FOLI-GRO KILO BENEFITS

- Superior Potassium Absorption
- Rapid Uptake of Potassium
- Increased Crop Safety
- Excellent Compatibility
- Boosts Plant's Metabolism

## POTASSIUM ABSORPTION PERCENTAGE

Potassium Source	% Potassium Absorbed	Treated Area Description
Potassium acetate	47.3	MS
Potassium bicarbonate	39.3	SD
Potassium Citrate	12.0	MS
Potassium thiosulfate	9.5	SD, SB
Potassium chloride	9.4	SD
Potassium sulfate	8.8	SD
Potassium nitrate	7.4	SD

MS = Moist Spot, SD = Salt Deposit, SB = Slight Burn  
Texas A&M, Plant Nutrition, 9(2), 143-157

## GUARANTEED ANALYSIS

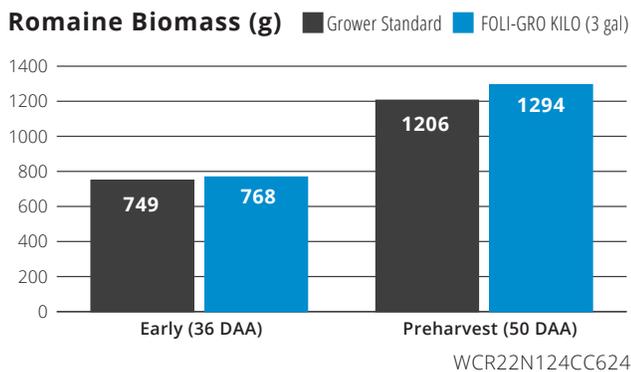
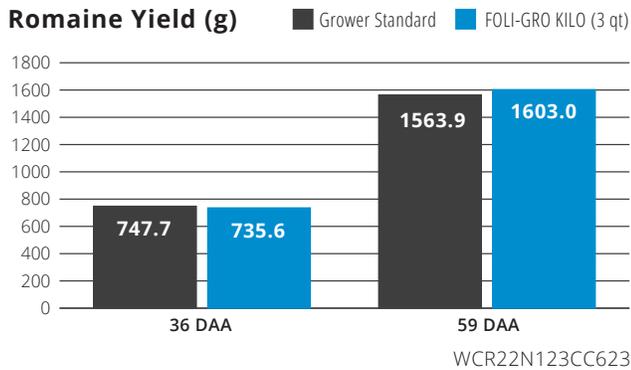
Soluble Potash (K<sub>2</sub>O) .....24.00%  
DERIVED FROM: Potassium Acetate.

# Superior Potassium Power



FOLI-GRO® KILO® is formulated primarily for foliar applications to prevent or correct potassium deficiencies in a wide range of agronomic and ornamental plants. Its use is suggested as a supplement to a regular, balanced fertilizer program to enhance yields and improve quality.

## INCREASE BIOMASS & YIELD WITH FOLI-GRO KILO



## GUARANTEED ANALYSIS

Soluble Potash (K<sub>2</sub>O).....24.00%  
 DERIVED FROM: Potassium Acetate.

## FOLI-GRO KILO BENEFITS



Increase enzyme activity and photosynthesis

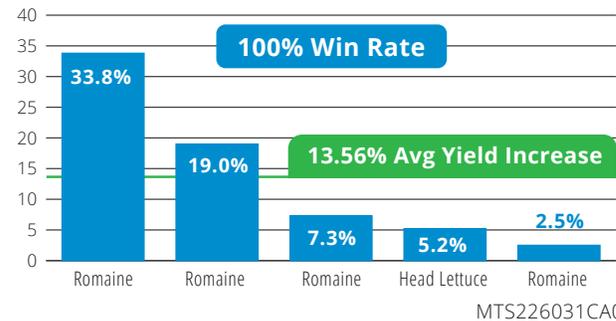


Superior source of 24% K<sub>2</sub>O liquid



Increase (regulate) translocation of water and nutrients

## % Difference Yield vs Check



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Sales Call Process		
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<b>Handling Resistance:</b> <i><b>Repeat</b> the Objection, <b>Agree</b> with the Customer, <b>Offer Solution, Trial Close.</b> Show the customer you hear and understand their concern, explain how product FAB overcomes issue, ensure customer agrees or if they need more information.</i>		
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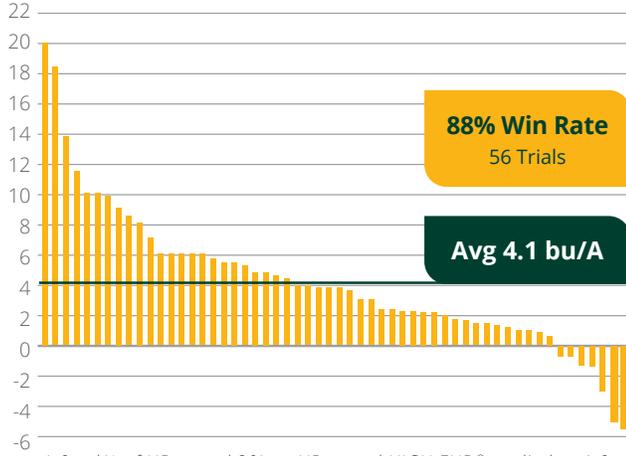


# Demand More From Your Nitrogen



## WHEAT YIELD RESPONSE TO NDEMAND® 30L FOLIAR APPLIED

Yield increase (bu/A) over check



1-2 gal/A of NDemand 30L or NDemand HIGH END® applied at 4-6 leaf to early tiller | 4 years of research

## FORMULATED FOR INCREASED NITROGEN ABSORPTION



30 minutes after spraying NDemand 30L



30 minutes after spraying urea solution 20-0-0

## GUARANTEED ANALYSIS

Total Nitrogen (N) .....30.00%  
 12.00% Urea Nitrogen  
 18.00% Water Soluble Nitrogen\*

DERIVED FROM: Triazone, Methylene Urea and Urea.

\*18.00% Slowly available nitrogen from triazone and methylene urea.

NDemand 30L contains 3.15 pounds of nitrogen per gallon

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## NDEMAND 30L BENEFITS



Foliar safe N source



Industry leading compatibility



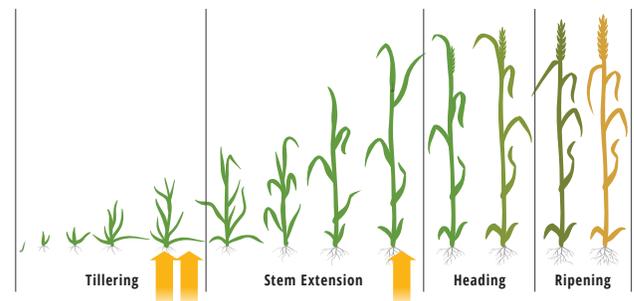
Keeps nitrogen and tank mix partners in liquid phase longer



Highly efficient form of nitrogen compared to UAN and urea solutions

## WHEAT FOLIAR APPLICATION

Rate: 1-2 gal/A with at least an equal volume of water



NDemand 30L application



**Rate Per Acre**

--

**Price Per Acre**

--

**Features Benefits**

1 Highly concentrated foliar nitrogen source available for all crops with a salt index of 0.04%	1 Extremely crop safe form of nitrogen unlike many conventional nitrogen sources
2 70% polymer nitrogen	2 Polymer nitrogen provides humectant properties increasing the uptake of co-applied materials
3 Higher nitrogen efficiency when compared to other sources of nitrogen	3 Proven to significantly increase yield across many crops

**Pre-Call Planning**

Account Name:	Key Contact:
---------------	--------------

Target Crop:	Application Opportunity:
--------------	--------------------------

Target Crop Total Acres:	Account's Appetite for New Technology (select one): <input type="checkbox"/> Hot <input type="checkbox"/> Medium <input type="checkbox"/> Cold
--------------------------	---

**Call Objective:** *What do you want to accomplish?*


**Key Questions to Ask** *(Need Discovery):*


**Tools Needed for a Successful Visit:** *Sell Sheets, Relevant Trial Data, Advanced Agronomy 2 Minute Video, etc.*


Sales Call Process		
<b>Introduction/Attention Getter:</b> <i>Relative, Leading, Adds Value</i>		
<b>Uncover Customer Wants and Needs:</b> <i>What historical issues are they having with this application or what desires do they have for this season? Use a combination of open ended and close ended questions.</i>		
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<b>Important Follow Ups/Next Steps After This Visit:</b>		

# Demand Complete Nutrition



Environmentally induced nutrient stresses can lead to decreased yields. Foliar nutrition can compensate for some of this loss and elevate yields.

NDemand® 88 is a well-balanced 10-8-8 product that contains supplemental sulfur, zinc, manganese, copper, and boron. The nitrogen is derived from urea and polymer nitrogen that acts as a humectant, so spray remains wet on treated leaves longer for more complete foliar absorption. The zinc, manganese and copper are fully chelated for maximum tank mix compatibility and performance.

## FORMULATED FOR INCREASED NITROGEN ABSORPTION



30 minutes after spraying NDemand



30 minutes after spraying urea solution 20-0-0

## NDEMAND 88 BENEFITS



Complete foliar nutrient package with 8 essential nutrients



100% orthophosphate for enhanced plant absorption



High humectancy = high effectiveness

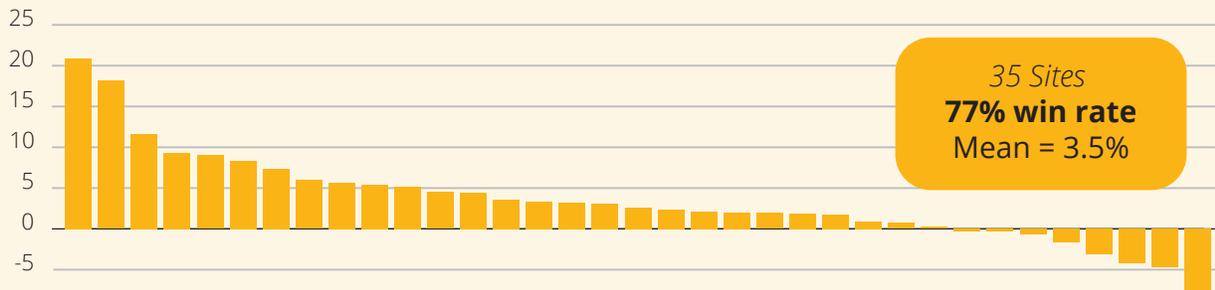


Excellent tank mix compatibility

## PROVEN YIELD RESPONSE TO FOLIAR APPLIED NDEMAND 88

Yield Response (%)

Foliar Applied NDemand 88 Rate = 2 qt/A | All Crops



NDEMAND 88 PROVIDES PROPER PHOSPHATE NUTRITION



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AGRIBUSINESS

## GUARANTEED ANALYSIS

Total Nitrogen (N) .....	10.00%
3.80% Urea Nitrogen	
6.20% Other Water Soluble Nitrogen*	
Available Phosphate (P <sub>2</sub> O <sub>5</sub> ) .....	8.00%
Soluble Potash (K <sub>2</sub> O).....	8.00%
Sulfur (S).....	1.00%
Boron (B).....	0.25%
Copper (Cu).....	0.06%
0.06% Chelated Copper	
Manganese (Mn).....	0.25%
0.25% Chelated Manganese	
Zinc (Zn) .....	0.25%
0.25% Chelated Zinc	

Derived from: Monopotassium Phosphate, Potassium Sulfate, Urea, Triazone, Methylene Urea, Boric Acid, Copper EDTA, Copper IDS, Manganese EDTA, Manganese IDS, Zinc EDTA, and Zinc IDS.

\*6.20% Slowly available nitrogen from triazone and methylene urea.

## PROPER PHOSPHATE NUTRITION

Proper phosphate nutrition (left) compared to untreated wheat (right)

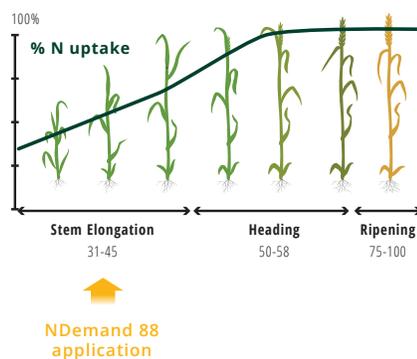


Foliar nutrient applications can be precisely timed to periods of peak demand, avoid tie-up in soils and help crops recover from abiotic stresses such as inclement weather and should be considered under cold spring conditions and on high pH soils.

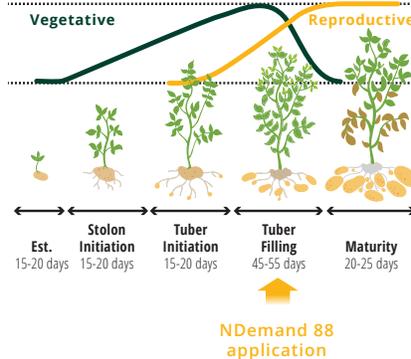
## RATE & APPLICATION:

CROPS	RATE	APPLICATION
Row and field crops	1 - 4 qt/A with at least an equal volume of water	Foliar nutrient application

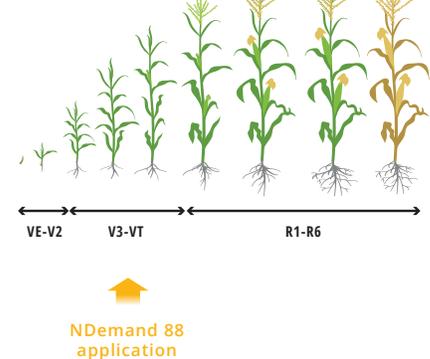
### WHEAT



### POTATOES



### CORN



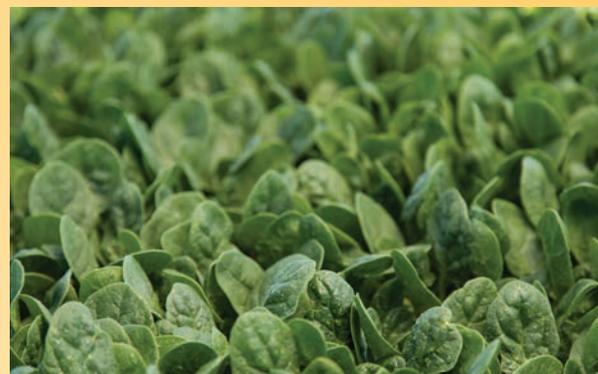
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# NITROGEN STABILIZATION

## FEATURING

NDURE® 2.0 + NDURE DCD	102
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NDURE® DCD	104
NDURE® TRIPLE	106
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TILL-IT® N-POWER® S	112





# MAXIMIZE THE POWER OF N<sup>®</sup>



- Up to 40% nitrogen can be lost to volatilization
- Protect surface applied UAN and urea from nitrogen loss
- Proven nBPT technology

#### Use Rates

2 qt/ton	Urea
1 qt/ton	UAN

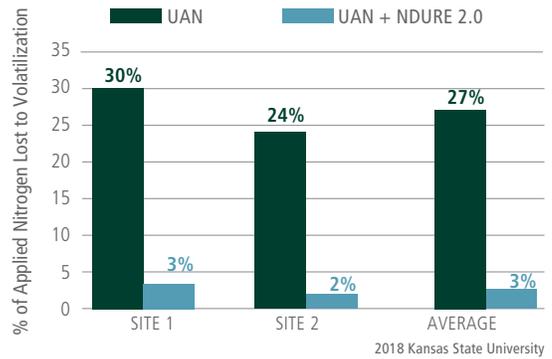


- Slows nitrification and leaching for below ground protection
- Protect UAN, urea, and NH<sub>3</sub> from nitrogen loss below ground
- Non-corrosive on tanks and equipment

#### Use Rates

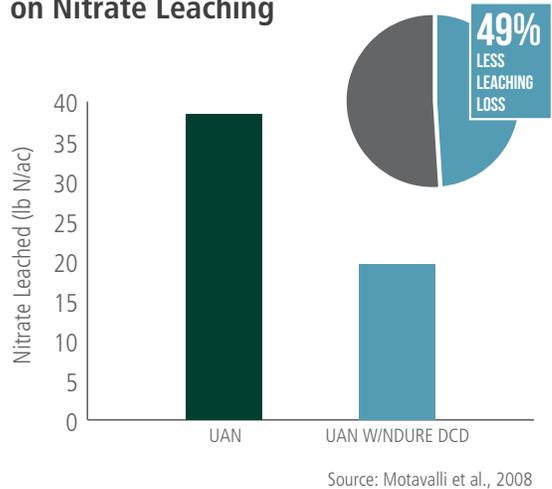
6-8 qt/ton	NH <sub>3</sub>
2-3 qt/ton	Urea
2-6 qt/ton	UAN

## Percent Nitrogen Lost to Volatilization



- Source: Eduardo Alvarez Santos
  - 54 lbs N/acre (60kg/ha) Surface
  - Crop: Wheat
  - Avg Temp: 37° F
  - Measurements taken 11/11/2018 – 12/13/2108
- The underlying data was provided by Kansas State University under a Research Trial Financial Support Agreement with Koch Agronomic Services, LLC, and neither Kansas State University nor the individual researchers referenced endorse or recommend any product or service.

## Effect of NDURE DCD on Nitrate Leaching



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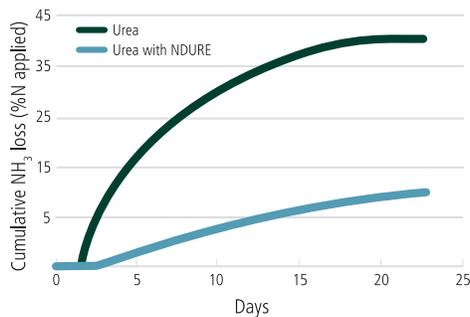
CONTACT YOUR LOCAL WILBUR-ELLIS REPRESENTATIVE TODAY  
[wilburellisagribusiness.com](http://wilburellisagribusiness.com)





NDURE® 2.0 slows down nitrogen loss, giving more time for urea to be incorporated into the soil. NDURE 2.0 prevents urea hydrolysis and the rapid pH spike caused by ammonia, minimizing NH<sub>3</sub> gas formation and maximizing the nitrogen growers pay.

Data shows up-to 40% of surface-applied urea can be lost. NDURE treated urea vs. untreated urea is no comparison in the data below, proving NDURE 2.0 protected urea over 21 days, keeping 30% more nitrogen in the soil and ready for plant uptake.



• Sources: Franzen et al., 2010; Kelly, 2009; Holcomb et al., 2010; and Holt, 2008. Neither the research institution nor the individual researcher endorse or recommend any product or service.

### Guaranteed Analysis:

#### CONTAINS NON-PLANT FOOD INGREDIENTS:

30.00% ..... N-(n-butyl)-thiophosphoric triamide (NBPT)  
(CAS RN 94317-64-3)

#### Inactive Ingredients:

70.00% ..... N-methyl-2-pyrrolidone (CAS RN 872-50-4),  
propylene glycol (CAS RN 57-55-6), triethylene glycol monobutyl  
ether (CAS RN 143-22-6), dyes

### Rate Card:

UREA	2 qt per ton
UAN (28-32%)	1 qt per ton

An innovative, patented liquid formulation with optimized cold weather handling properties and quicker drying time when applied to urea. The proprietary formulation allows for a reduced application rate, minimizing the potential for buildup and allowing retailers to treat faster and store less product.

### Proven Performance and ROI with Flexible Application Timing



NDURE has a proven yield benefit of 20 bu/acre on corn and 4 bu/acre on wheat when nitrogen loss is the limiting factor.\*\*



Don't wait for the rain. NDURE technology provides flexibility for application timing, protecting nitrogen well past 14 days.\*



NDURE technology has been applied to millions of acres and the active ingredient is defined by AAPFCO as a urease inhibitor.

\* Sources: Franzen et al., 2010; Kelly, 2009; Holcomb et al., 2010; and Holt, 2008. Neither the research institution nor the individual researcher endorse or recommend any product or service.

\*\*Compared to untreated urea and based on corn data collected from 2010-2013, wheat data collected from 2006-2013 when nitrogen loss was the limiting factor. Actual results may vary based on a number of factors, including environmental conditions.

ag.wilburellis.com

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WILBUR-ELLIS®  
Ideas to Grow With®

# Maximize the Power of N<sup>®</sup>

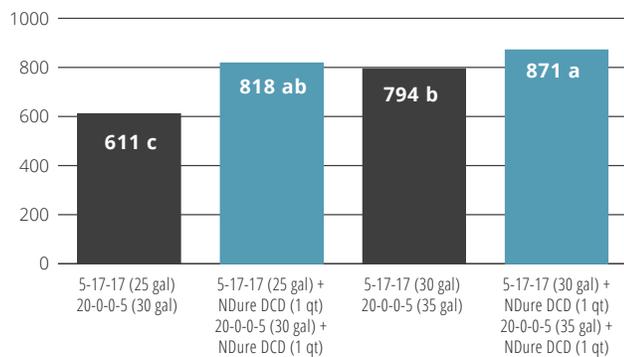


NDURE<sup>®</sup> DCD slows nitrification and leaching of nitrogen fertilizer for below-ground protection. Retaining nitrogen in the ammonium form reduces the potential for losses caused by leaching and/or denitrification.

## NDURE DCD + REDUCED N PROGRAM = SIGNIFICANT RESULTS

Note: Data shows **34% greater** biomass at harvest over the standard (low rate) treatment and **10% greater** biomass over the standard (med rate) treatment

### Biomass (g), 77 DAA



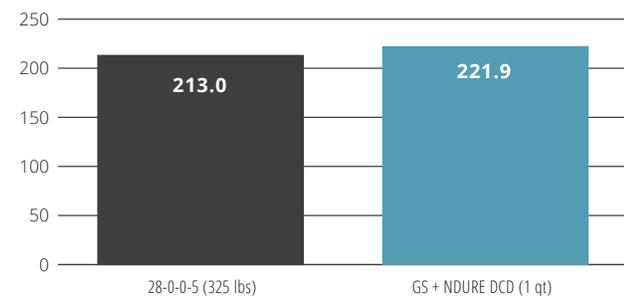
Two applications:

- 6/27 (preplant)
- 7/14 (2 weeks post-thinning)

Means followed by same letter do not significantly differ. WCR22N140CC640

## NDURE DCD INCREASES BROCCOLI YIELD

### Avg Broccoli Crown Biomass (g), 67 DAA



Application date: 7/28/22

Gonzales, CA 10/3/22

WCR22N152CC652

## NDURE DCD BENEFITS



Slows nitrification and leaching of nitrogen fertilizer for below-ground protection

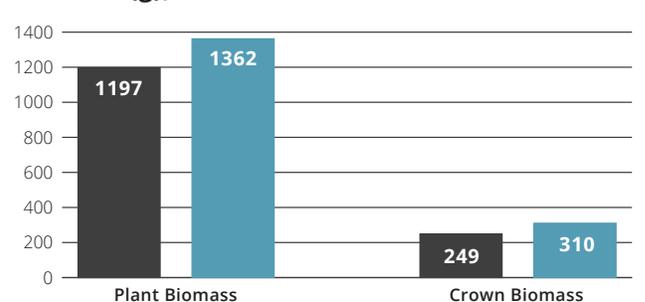


Compatible with most pre-plant liquid NPK blends



Non-corrosive on tanks and equipment

### Biomass (g), 63 DAA



Application date: 7/12/22

Gonzales, CA 9/13/22

WCR22N153CC653



THE POWER OF WE

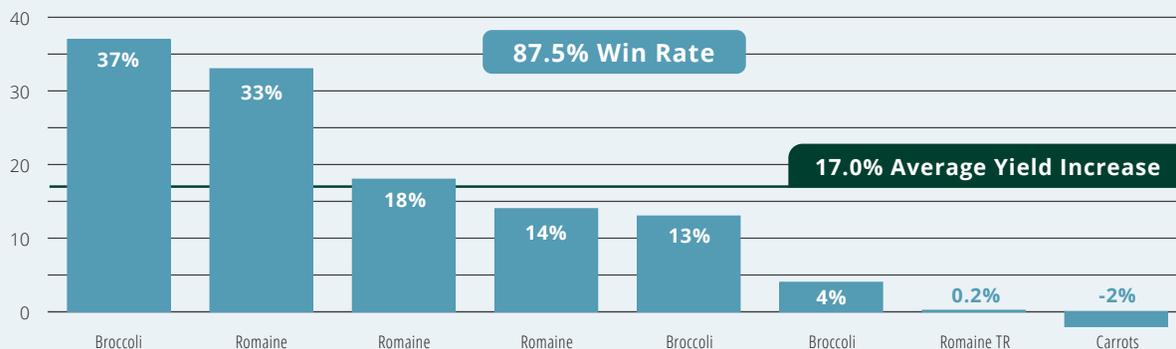


WILBUR-ELLIS AGRIBUSINESS



## YIELD INCREASE OVER GROWER STANDARD ACROSS CROPS

% Difference in Yield vs Check



MTS227004CA01

### CONTAINS NON-PLANT FOOD INGREDIENTS

<b>ACTIVE INGREDIENT:</b> Dicyandiamide (DCD) (CAS 461-58-5).....	25.00%
<b>OTHER INGREDIENTS:</b> Organic Solvents.....	75.00%



Discover how you can harness The Power of We<sup>®</sup> at [WilburEllisAgribusiness.com](http://WilburEllisAgribusiness.com).

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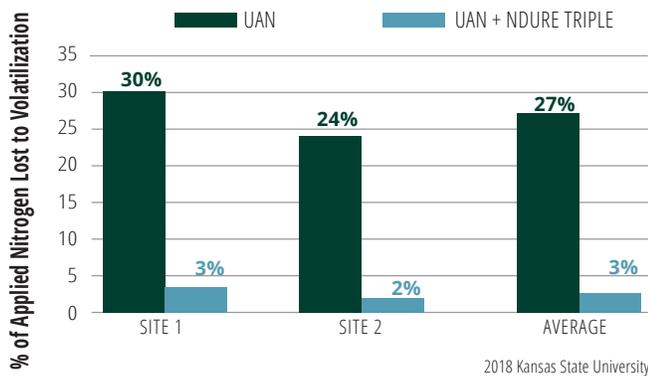


# Protect Nitrogen Above & Below Ground



- Above and below ground stabilization protection in one easy-to-use liquid formation. NDURE® TRIPLE contains NBPT and DCD to protect nitrogen losses from volatilization, leaching, and denitrification.

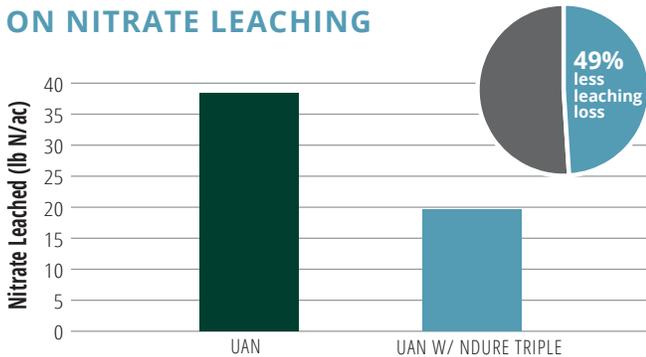
## PERCENT NITROGEN LOST TO VOLATILIZATION



- Source: Eduardo Alvarez Santos
- 54 lbs N/acre (60kg/ha) Surface
- Crop: Wheat
- Avg Temp: 37° F
- Measurements taken 11/11/2018 – 12/13/2018

The underlying data was provided by Kansas State University under a Research Trial Financial Support Agreement with Koch Agronomic Services, LLC and neither Kansas State University, nor the individual researchers referenced, endorse or recommend any product or service.

## EFFECT OF NDURE TRIPLE ON NITRATE LEACHING



Source: Motavalli et al., 2008 (Review)

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## NDURE TRIPLE BENEFITS



Protects nitrogen from both above ground and below ground losses



Powerful multi-benefit nitrogen stabilizer in one easy-to-use liquid formulation



Contains NBPT and DCD to protect nitrogen losses from volatilization, leaching, and denitrification



Get more nitrogen in your crop and less escaped into the environment

## GUARANTEED ANALYSIS

DCD ..... 17.0%  
 NBPT (same active as NDURE 2.0) with blue colorant ..... 7.5%

USE RATE..... Urea 3-4 qt/ton | UAN 3-6 qt/ton



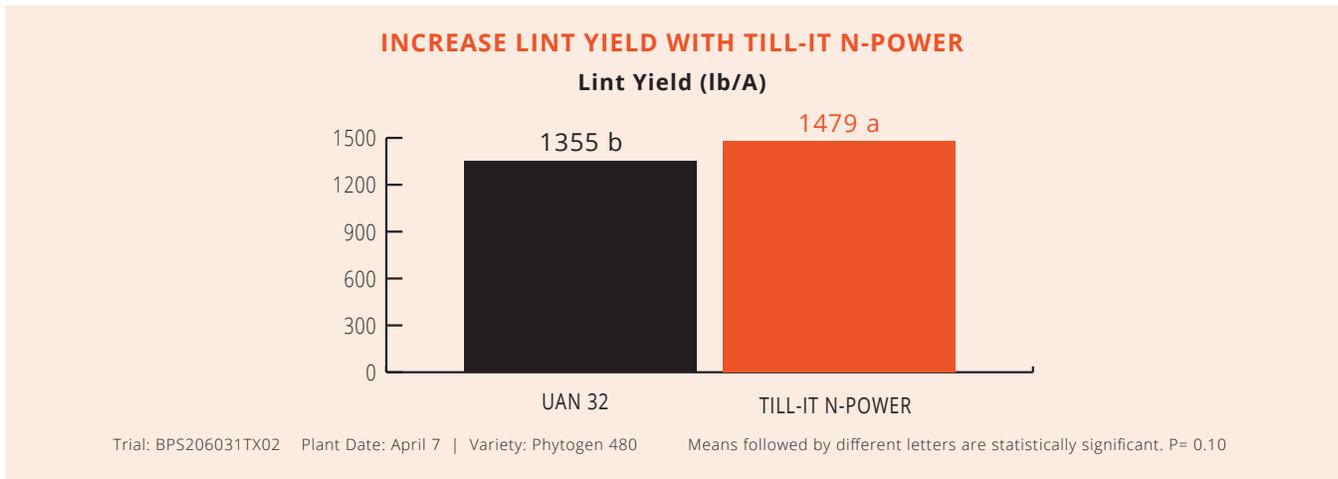






## WANT MORE OUT OF YOUR NITROGEN?

TILL-IT N-POWER holds onto more N so your cotton is fed all season. In a trial completed in Texas, UAN and TILL-IT N-POWER were applied pre-plant at 300 lbs of product per acre in furrow, lint yields increased by 124 lbs.



## RATES AND APPLICATION

CROP/APPLICATION TYPE	RATE PER ACRE
All crops as a broadcast, injection, or irrigation	10-50 gal/ac; Incorporation within 3 days recommended.

Discover how you can harness The Power of WE™ at [WilburEllisAgribusiness.com](http://WilburEllisAgribusiness.com).

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**Rate Per Acre**

**Price Per Acre**

Features	Benefits
1 Stabilized nitrogen source coupled with nutrient holding capacity	1 Protects nitrogen investment by reducing nitrification and leaching
2 Loaded with NDURE DCD to slow nitrification and reduce leaching potential	2 Increased efficiency of nitrogen may lead to less inputs and improved yield and quality across many cropping systems
3 Contains nutrient efficiency power of PURIC humic acid	3 Increased nutrient uptake and water holding capacity

**Pre-Call Planning**

Account Name:		Key Contact:	
Target Crop:	Application Opportunity:		
Target Crop Total Acres:	Account's Appetite for New Technology (select one): <input type="radio"/> Hot <input type="radio"/> Medium <input type="radio"/> Cold		

**Call Objective:** *What do you want to accomplish?*

**Key Questions to Ask** *(Need Discovery):*

**Tools Needed for a Successful Visit:** *Sell Sheets, Relevant Trial Data, Advanced Agronomy 2 Minute Video, etc.*


Sales Call Process		
<b>Introduction/Attention Getter:</b> <i>Relative, Leading, Adds Value</i>		
<b>Uncover Customer Wants and Needs:</b> <i>What historical issues are they having with this application or what desires do they have for this season? Use a combination of open ended and close ended questions.</i>		
<b>Confirm Primary Want/Need:</b> <i>"From the conversation(s) we have had so far, I am hearing that your biggest need is... Is that about right?"</i>		
<b>Feature - Advantage - Benefit (FAB) Statements:</b> <i>Must be connected and resolve customer wants &amp; needs identified earlier. Customer's buy solutions, not products.</i>	<b>Benefit Check/Trial Close:</b> <i>Asking for their opinion, not a decision to buy/not buy.</i>	
<i>Because of .... (feature) You will be able to ... (advantage) This means that ... (benefit).</i>	<i>Frequent check in ensures the customer is following along and is listening.</i>	
<b>Handling Resistance:</b> <i><b>Repeat</b> the Objection, <b>Agree</b> with the Customer, <b>Offer Solution, Trial Close.</b> Show the customer you hear and understand their concern, explain how product FAB overcomes issue, ensure customer agrees or if they need more information.</i>		
<b>Potential Customer Objections:</b>	<b>Objection Handling:</b>	
<b>Closing the Sale:</b> <i>Asking the customer for a decision.</i>		
<b>Summary Close:</b> <i>Summarize relevant FAB's &amp; where they provide value to the customer</i>	<b>Alternative Close:</b>	<b>Ask for the Order Close:</b>
<b>Important Follow Ups/Next Steps After This Visit:</b>		



# Enhanced Nutrient Uptake, Increased Nitrogen Efficiency.



**TILL-IT® N-POWER™ S**  
 TILL-IT N-POWER S provides sulfur balanced with stabilized UAN, ensuring your nitrogen stays where your crops need it most—in the root zone.

Did you know that 70% of sulfur taken up by crops forms proteins with nitrogen? This is why balance is critical. TILL-IT N-POWER S was created with essential sulfur to enhance the rhizosphere to provide roots with critical nutrients. Developed with technology to maximize nutrient efficiency, TILL-IT N-POWER S is loaded with NDURE® DCD to slow nitrogen loss below ground and packed with PURIC® humic acid to keep nutrients ready and available for uptake.

**BENEFITS**

- Added sulfur to maximize nitrogen efficiency for protein production.
- Protects nitrogen from leaching and delivers a complete nitrogen solution designed for both broad acre and specialty crops.
- Apply TILL-IT N-POWER S in a broadcast, band, dribble, Y-drop, or through fertigation.
- Contains PURIC carbon technology, which increases nutrient uptake, root mass, soil buffering capacity, water holding capacity, and, most importantly, potential yield.
- Wilbur-Ellis recommends incorporation within 3 days when applying TILL-IT N-POWER S.

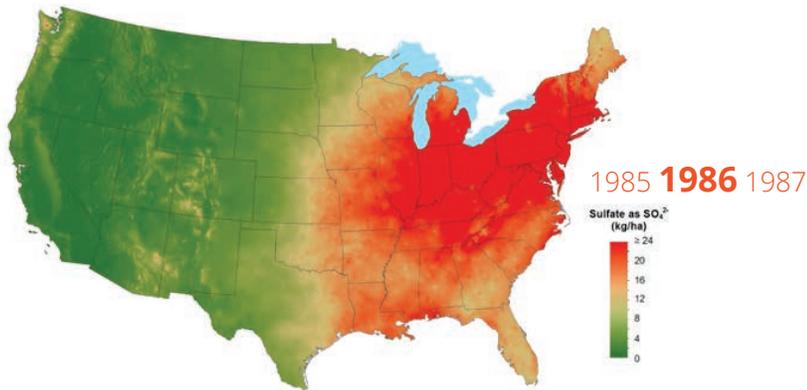
**DELIVER SULFUR & NUTRIENT EFFICIENCY**

- Humic acids create a soil sponge so plants have nutrients, water, and oxygen.
- NDURE DCD slows nitrification and leaching, protecting nitrogen below ground.

**GUARANTEED ANALYSIS**

Total Nitrogen (N).....	26.00%
7.00% Ammoniacal Nitrogen*	
5.50% Nitrate Nitrogen	
13.50% Urea Nitrogen*	
Sulfur (S).....	3.00%
3.00% Combined Sulfur (S)	
DERIVED FROM: Urea Ammonium Nitrate and Ammonium Thiosulfate.	
*20.50% Nitrogen stabilized with dicyandiamide (DCD) (CAS 461-58-5)	

## SULFUR NEEDS IN THE U.S. | SULFATE ION WET DEPOSITION



### Sulfur Deposits

In some areas back in the 80s, fields could receive over 20 lbs per acre of sulfur each year thanks to atmospheric deposits.



As the U.S. cleaned up fuels, energy sources, and power plants, the amount of sulfur deposited dropped significantly.

Soils with less than 4% OM, that are well drained or very poorly drained, will generally respond to sulfur applications.



These same soils will benefit from humic acid applications.

Going forward, there will be a sulfur deficit on most fields growing higher yields and better hybrids.

TILL-IT N-POWER S provides stable, available nitrogen and sulfur for your crops.

Source: National Atmospheric Deposition Program/National Trends Network <http://nadp.sih.wisc.edu>

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# Foliar Nutrition Pays Off in Almonds



MAX SET® NURISH® provides key nutrients to maximize bloom uniformity and nut set next season for maximum yield. MAX SET NURISH provides proven, essential nutrients critical for bud development, pollination, and fruit set in the following spring with post-harvest applications this fall. By applying foliar nutrients, you're setting your trees up for success while they store nutrients until next year's bloom.

## GUARANTEED ANALYSIS

Total Nitrogen (N) .....7.00%  
 2.51% Urea Nitrogen  
 4.49% Water Soluble Nitrogen  
 Total Phosphoric Acid (P<sub>2</sub>O<sub>5</sub>).....2.00%  
 Soluble Potash (K<sub>2</sub>O).....16.00%  
 Zinc (Zn) .....0.40%  
 0.40% Chelated Zinc

DERIVED FROM: Urea, Methylene Urea, Triazone, Potassium Phosphite, Potassium Carbonate, and Zinc EDTA.

## MAX SET NURISH BENEFITS



Advanced nutrient delivery and absorption



Potassium phosphite promotes root vigor and fruit fullness



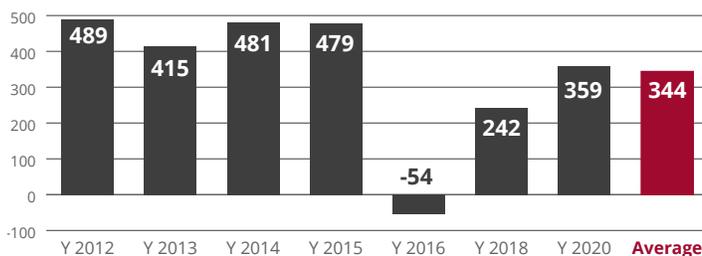
Unique opportunity to improve yield for next year

## ARE THERE ANY GOOD TANK MIX PARTNERS FOR FALL APPLIED FOLIAR BORON?

Zinc is commonly added to fall applied foliar boron sprays but for a more holistic approach that has seven years of replicated research data is combining FOLI-GRO® BORON 10% with MAX SET® NURISH® 2-7-16 with 0.4% EDTA chelated zinc applied at 5 gallons per acre.

Presented below are data from seven years of replicated field trials conducted in Central California.

## Yield Increase (lb/A)



Year	Control	MAX SET NURISH	Yield Increase (lb/A)	Yield Increase (%)
2012	2508	2997	+ 489	+ 19.5
2013	2778	3193	+ 415	+ 14.9
2014	2597	3078	+ 481	+ 18.5
2015	2785	3264	+ 479	+ 17.1
2016	2624	2570	- 54	- 2.0
2018	3756	3998	+ 242	+ 6.4
2020	3687	4046	+ 359	+ 9.7
<b>Average</b>			<b>+ 344</b>	<b>+ 12.5</b>

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# Block Key Diseases with Confidence

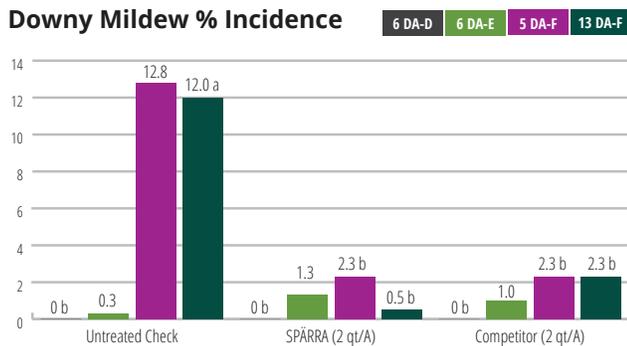


SPÄRRA™ contains the highest active ingredient of any EPA-registered phosphite on the market. This FRAC P07 broad-spectrum systemic fungicide-bactericide controls downy mildew, powdery mildew, *Pythium*, *Phytophthora*, and other key diseases in specialty and row crops. Applications may be made up to the day of harvest (0-day PHI) on agricultural crops, greenhouse crops, turf, and ornamentals.

## SPÄRRA Controls Downy Mildew in Romaine

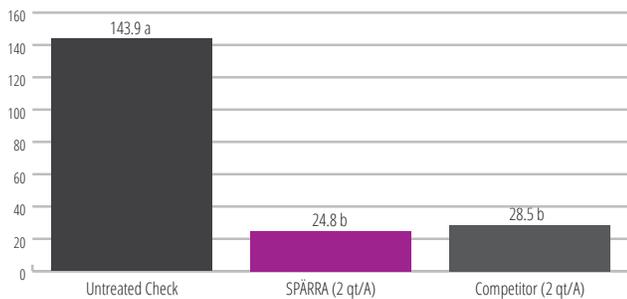
Trial #: PDF203005CA01

### Reduced Downy Mildew Incidence



All treatments were statistically equal to each other and better than the UTC for reduction of Downy Mildew symptoms. No phytotoxicity was observed at any time during the trial.

### Downy Mildew % Incidence



## SPÄRRA Benefits



100% active ingredient derived from potassium phosphite



Controls key diseases, including downy mildew, powdery mildew, *Pythium*, and *Phytophthora*



Unique formulation improved upon a well-established and efficacious active ingredient



Exceptional efficacy with lower use rate/acre vs. competitive products (see pg 2 for comparisons)



Long term shelf-life stability for maximum performance

**SPÄRRA Controls Downy Mildew >>**



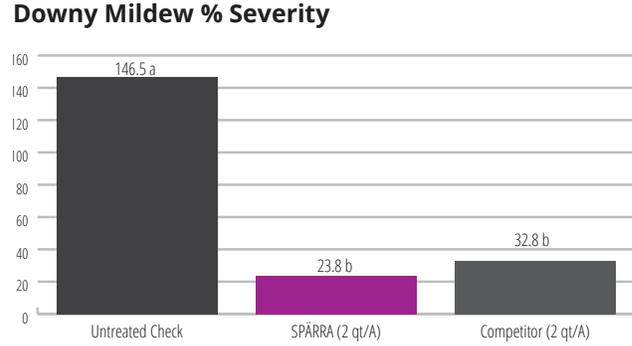
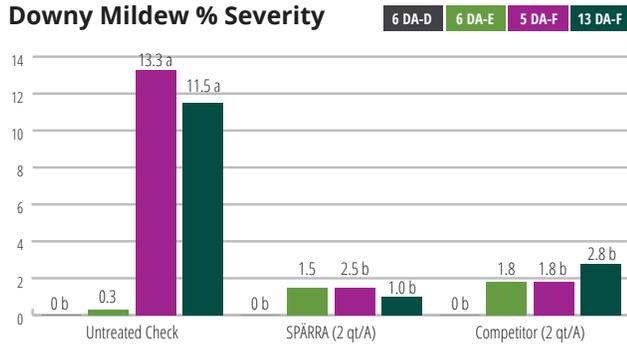
THE POWER OF WE



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AGRIBUSINESS

## SPÄRRA Controls Downy Mildew in Romaine Reduced Downy Mildew Severity

Trial #: PDF203005CA01



All treatments were statistically equal to each other and better than the UTC for reduction of Downy Mildew symptoms. No phytotoxicity was observed at any time during the trial.

## SPÄRRA Product Rate Comparisons

SPÄRRA provides exceptional efficacy with lower use rates, reducing environmental load vs. competitive products.

Competitor 1		VS	SPÄRRA	
Density	11.60		Density	12.80
% a.i.	45.50%		% a.i.	59.24%
lb/gal a.i.	5.28		lb/gal a.i.	7.58
Rate (qt/A)	% a.i./A		Rate (qt/A)	fl oz
1.00	1.32		0.70	22.27
1.50	1.98		1.04	33.41
2.00	2.64		1.39	44.55

Use 35.8% less SPÄRRA to reach the same efficacy

Competitor 2		VS	SPÄRRA	
Density	12.51		Density	12.80
% a.i.	56.00%		% a.i.	59.24%
lb/gal a.i.	7.01		lb/gal a.i.	7.58
Rate (qt/A)	% a.i./A		Rate (qt/A)	fl oz
1.00	1.75		0.92	29.56
1.50	2.63		1.39	44.35
2.00	3.50		1.85	59.13

Use 7.9% less SPÄRRA to reach the same efficacy

## Control Downy Mildew With SPÄRRA



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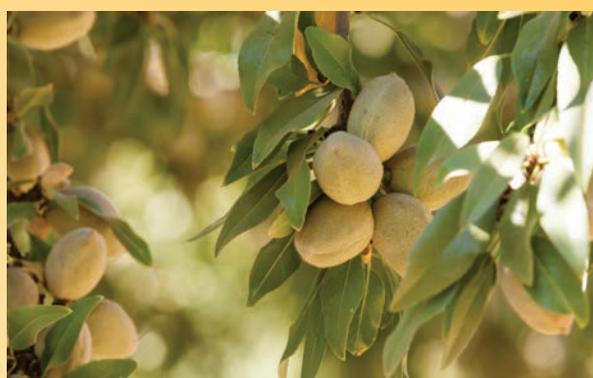




SEAPLANT TECHNOLOGIES

FEATURING

- FOLI-GRO® TIDALWAVE® on Almonds 124
- FOLI-GRO® TIDALWAVE® on Rice 125
- FOLI-GRO® TIDALWAVE® on Row Crops 126



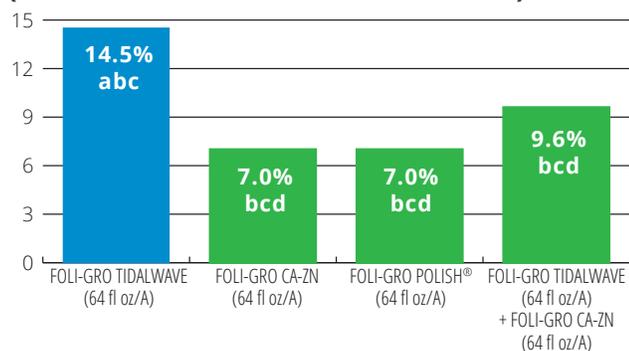
# Making Waves With Nutritional Efficiency



- FOLI-GRO® TIDALWAVE® is formulated with sea plant extract, harvested at precise intervals, and then extracted with organic acids.
- Unlike most plant extracts, TIDALWAVE is highly concentrated and an amber, clear color.
- Adding the humectant power of NDemand® and enzyme activation with EDTA Zinc creates a powerful tool for reducing stress and increasing yield potential with foliar or in-furrow applications.

## FOLI-GRO TIDALWAVE INCREASE NUT MEAT IN ALMONDS AT BLOOM

### Nut Meat Yield (% Increase Over Untreated Check)



PDF216031CA06

Means followed by same letter do not significantly differ.

## GUARANTEED ANALYSIS

Total Nitrogen (N).....5.00%  
 1.30% Urea Nitrogen  
 3.70% Other Water Soluble Nitrogen\*

Zinc (Zn).....0.35%  
 0.35% Chelated Zinc

DERIVED FROM: Urea, Triazone, Methylene Urea, and Zinc EDTA.

\*3.70% Slowly available nitrogen from triazone and methylene urea.

ALSO CONTAINS NON-PLANT FOOD INGREDIENT:  
 25.00% Kelp (microbe food)

## FOLI-GRO TIDALWAVE BENEFITS



Unmatched compatibility  
 Unique, concentrated formulation with 0.35% EDTA Zinc and 5% Polymer Nitrogen



Dual cold extraction of sea plant extract



Low odor and neutral pH



Increase nut yield potential, floral intensity, and enhance nutritional performance

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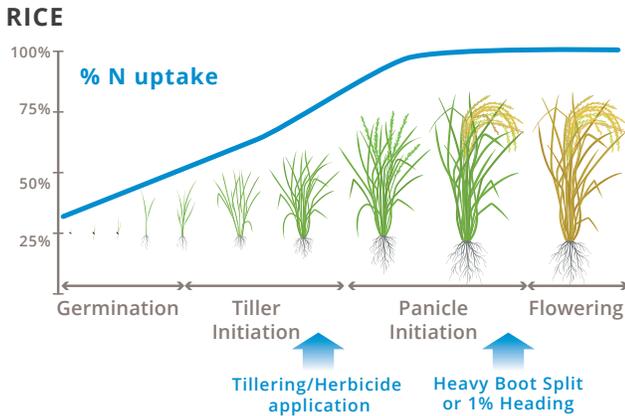


# Build Resilience When It Matters Most



**FOLI-GRO® TIDALWAVE®** strengthens the plant's ability to withstand physiological and environmental stress events. Nitrogen and zinc enhance photosynthesis, create more tillers, thereby increasing yield potential during extreme temperatures and tough growing conditions.

## FOLI-GRO TIDALWAVE APPLICATION



## GUARANTEED ANALYSIS

Total Nitrogen (N).....	5.00%
1.30% Urea Nitrogen	
3.70% Other Water-Soluble Nitrogen*	
Zinc (Zn).....	0.35%
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\*3.70% Slowly available nitrogen from triazone and methylene urea.

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25.00% Kelp (microbe food)

## FOLI-GRO TIDALWAVE BENEFITS



Increased milling quality



Decrease plant stress



Increased yield potential



Unmatched compatibility



Dual cold extraction of sea plant extract



Low odor and neutral pH

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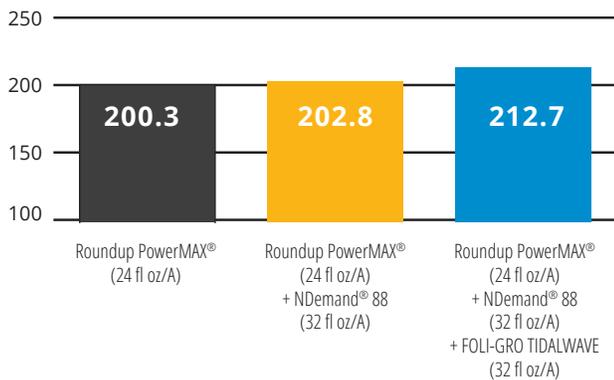
# Growth Through Unfavorable Conditions



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- Unlike most plant extracts, TIDALWAVE is highly concentrated and an amber, clear color.
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## NUTRITIONAL MATERIALS ON CORN WITH HERBICIDE

### Yield (bu/A)



Corn, applied at V5, tank mixed with Roundup PowerMAX.  
Walnut, IL PDF206031IL19

## GUARANTEED ANALYSIS

Total Nitrogen (N) .....	5.00%
1.30% Urea Nitrogen	
3.70% Other Water Soluble Nitrogen*	
Zinc (Zn) .....	0.35%
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ALSO CONTAINS NON-PLANT FOOD INGREDIENT:  
25.00% Kelp (microbe food)

## FOLI-GRO TIDALWAVE BENEFITS



### Dual cold extraction of sea plant extract

- Dual kelp extraction
- Cold extraction for consistent biological activity
- Specific species harvest at precise intervals from a unique region



### Stimulates plants immune system

- Develop tolerance to environmental stress
- Increases floral intensity
- Contains humectant power of NDemand



### Unmatched compatibility

RECOVERY IN ACTION .....➔

### RECOVERY IN ACTION: HAIL DAMAGE

Hail event  
6/11/21



4 days post application  
6/17/21



Foliar application on 6/13/21  
6 oz. Azoxystrobin + 1 pt FOLI-GRO TIDALWAVE  
+ 1 pt SONATA®

BPS213040MI03

Constantine, MI

### RECOVERY IN ACTION: DRIFT DAMAGE ON NON-DICAMBA BEANS

Untreated



Treated



FOLI-GRO TIDALWAVE sprayed at 1 pt/A, 4 days after damage, with ADVANTIGRO®. TIDALWAVE helped the soybeans recover, faster.

BPS207004NE19

Plattsmouth, NE

### RECOVERY IN ACTION: THRIPS DAMAGE

Pre-treatment



4 DAA



10 DAA



FOLI-GRO TIDALWAVE @ 1 qt/A applied to cotton damaged by thrips feeding

BPS217004TX02

Donna, TX

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**Sales Call Process**

**Introduction/Attention Getter:** *Relative, Leading, Adds Value*

**Uncover Customer Wants and Needs:** *What historical issues are they having with this application or what desires do they have for this season? Use a combination of open ended and close ended questions.*

**Confirm Primary Want/Need:** *"From the conversation(s) we have had so far, I am hearing that your biggest need is... Is that about right?"*

**Feature - Advantage - Benefit (FAB) Statements:** *Must be connected and resolve customer wants & needs identified earlier. Customer's buy solutions, not products.*

**Benefit Check/Trial Close:** *Asking for their opinion, not a decision to buy/not buy.*

*Because of .... (feature) You will be able to ... (advantage)  
This means that ... (benefit).*

*Frequent check in ensures the customer  
is following along and is listening.*

**Handling Resistance:** ***Repeat** the Objection, **Agree** with the Customer, **Offer Solution, Trial Close.** Show the customer you hear and understand their concern, explain how product FAB overcomes issue, ensure customer agrees or if they need more information.*

**Potential Customer Objections:**

**Objection Handling:**

**Closing the Sale:** *Asking the customer for a decision.*

**Summary Close:**  
*Summarize relevant FAB's & where they provide value to the customer*

**Alternative Close:**

**Ask for the Order Close:**

**Important Follow Ups/Next Steps After This Visit:**





HEAT STRESS & CHILL HOURS

FEATURING

CHILLAX® on Grapes

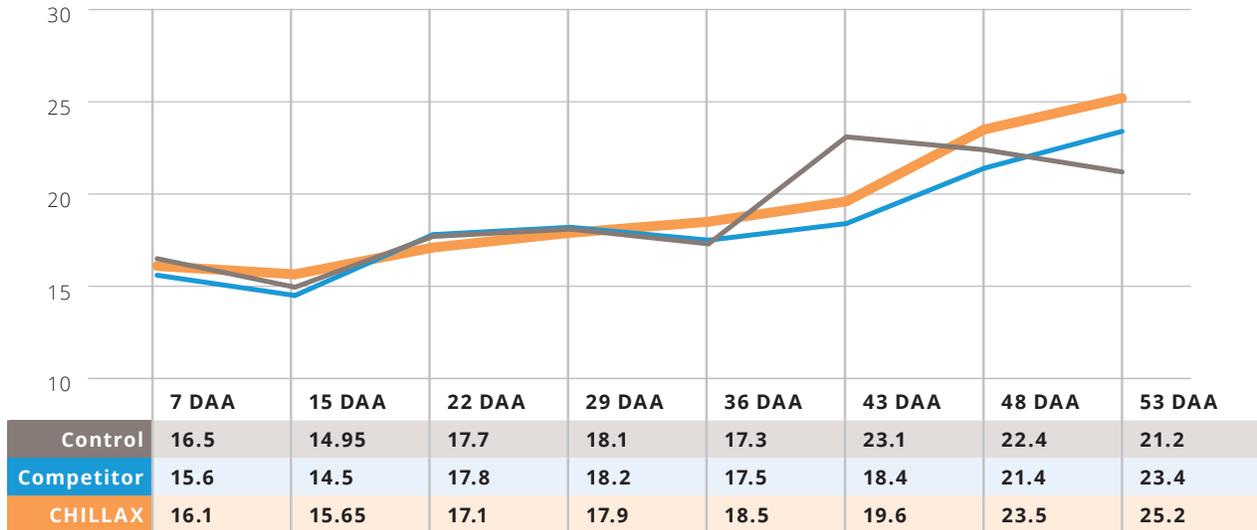
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## BRIX INCREASE THROUGHOUT THE SEASON

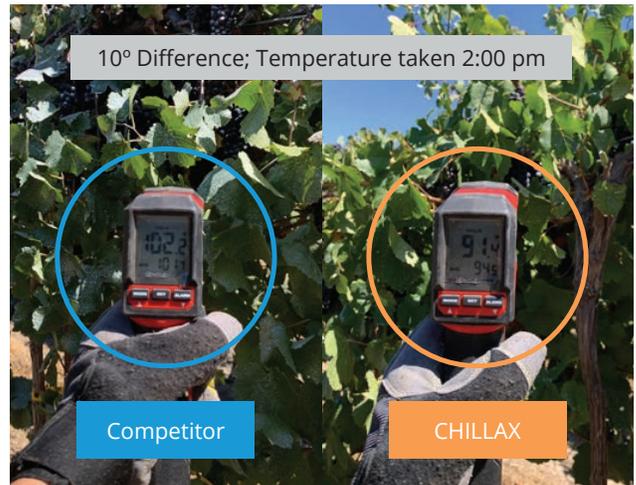
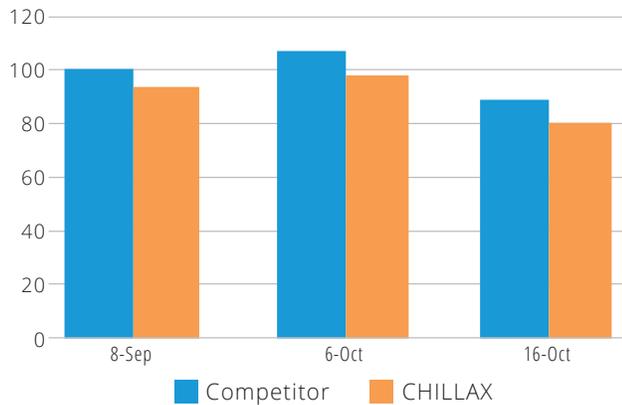
Effect of CHILLAX on Pinot Noir Brix (%)



WCR23G102CC702

## FULL SEASON TEMPERATURE CONTROL FOR LESS VINE STRESS

Effect of CHILLAX in Pinot Noir Average Leaf Temperature (F) 53 DAA, King City, CA



**+** Vines treated with CHILLAX showed **10% lower temperatures** than those treated with the competitor product across the season.

Temp @ 2:00pm Daily

WCR23G102CC702

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ADVANCED AGRONOMY  
**BOOTCAMP**