



DuPont™
Lumiderm™
insecticide seed treatment

BETTER START. BETTER HARVEST.

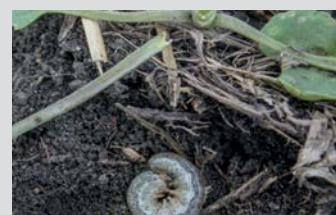
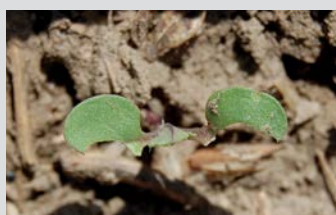
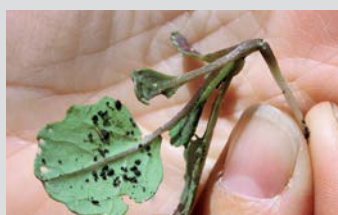
It's time to fight back against cutworms, flea beetles and the challenges of time management during the early stages of crop development. Choose DuPont™ Lumiderm™ insecticide seed treatment to provide excellent plant protection right from the start, allowing you to protect your canola seed investment. Lumiderm™ will improve your crop stand and give your canola crop a healthier early season start, allowing for optimal yield potential.

Key Benefits:

- First ever seed-applied product that controls cutworm
- New class of chemistry (Group 28) for resistance management
- Enhanced crucifer and striped flea beetle protection
- Excellent early season seedling stand establishment, vigour and biomass
- Residual control – up to 35 days of protection through the critical stages of seedling growth

SEE THE LUMIDERM™ DIFFERENCE IN CUTWORM CONTROL

Cutworms are a real problem in canola production. If you're not paying close attention to your fields, they can destroy a significant portion of your crop in a matter of days. The five most economically important cutworm species to scout for in Western Canada are: redbacked, pale western, darksided, army and dingy. Cutworms are very difficult to detect since they typically live underground during the day and feed at night. This makes it very challenging to control them with a foliar insecticide application. That's why Lumiderm™ is such an important leap forward in seed treatment technology. During the first 35 days of seedling growth, Lumiderm™ protects your canola from cutworm feeding which helps enhance early season stand establishment and crop vigour.



In order for Lumiderm™ to take effect, it requires ingestion, which means that you will see some symptoms of cutworm feeding damage. After the insect takes one or two bites of the canola treated with Lumiderm™, it will stop feeding. It may take up to 72 hours for the cutworm to be controlled. Symptoms of cutworm feeding damage include plants that are wilting, falling over or completely cut off and holes or notches in foliage.

Look at the results

Treating your seed with Lumiderm™ is the best way to prevent a patchy, bare fields and yield loss due to cutworm damage.



Source: Seven Persons, AB. 42 Days After Seeding.

What growers are saying:

"Basically from treatment to treatment the crop was thin and eaten out, but when you got to the Lumiderm™ it was like a wall of canola."

Dave Gechter, Grower, Medicine Hat, AB

"We were very, very impressed with Lumiderm™. A lot of the canola in the area, just sat there and struggled a bit. If it didn't have proper seed treatment, it looked weak. Where it was treated with Lumiderm™ it just kept growing. It gained 4-5 days in maturity and it was very noticeable in the side by sides."

Dwayne Nachtegaele, Grower, North Battleford, SK

"It helped getting a good night's sleep, not having to check the canola crop all of the time. I mean there is enough diseases and other things to check without having to worry about insects bothering it... I would use Lumiderm™ again next year. I wouldn't hesitate, the cost is a little bit more, but it is worth it."

Emile Gregoire, Grower, North Battleford, SK

SEE THE LUMIDERM™ DIFFERENCE IN ENHANCING FLEA BEETLE PROTECTION

Across Western Canada, flea beetles are causing significant damage to canola crops and growers are demanding a better solution. Lumiderm™ insecticide seed treatment offers a new way to obtain enhanced flea beetle protection on both crucifer and striped flea beetles for your canola crop.

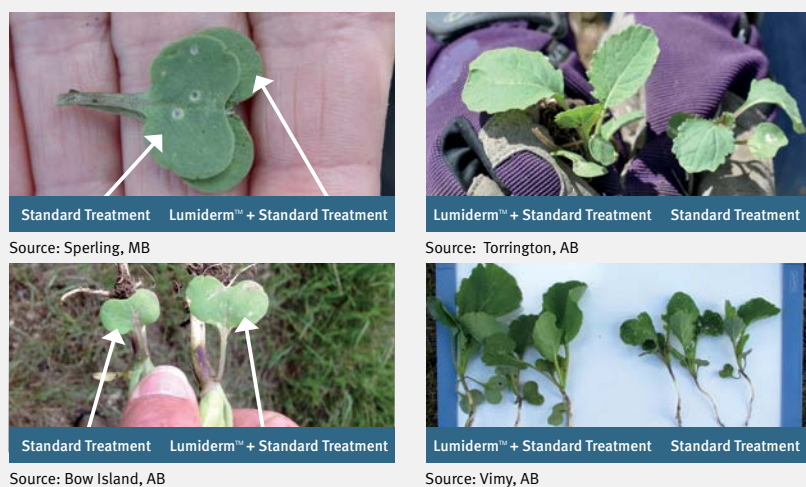


Source: Lumsden, SK. 22 Days After Seeding.

Do you know what type of Flea Beetle is eating your canola?

There are two types of Flea Beetles: Crucifer and Striped. Striped flea beetles emerge earlier in the spring and are a greater threat to early-seeded canola. The Canola Council warns (www.canolawatch.org) that striped flea beetles are more tolerant of standard seed treatments. Population shifts are occurring across the West – striped flea beetles are gaining territory. As you are harvesting, pay close attention to the flea beetle population. If you spot them, that is the first sign of a troublesome spring. Choose Lumiderm™ to enhance your flea beetle protection in canola to ensure your next year's crop gets off to the best start possible.

SEE THE LUMIDERM™ DIFFERENCE IN SEEDLING VIGOUR & BIOMASS



Source: Sperling, MB

Source: Torrington, AB

Source: Bow Island, AB

Source: Vimy, AB

TAKE A LOOK

When you've planted Lumiderm™ treated canola seed your crop will have gained an advantage over both cutworms and flea beetles. This enhanced protection is critical during the first few weeks of seedling growth, which will allow your canola crop to thrive. Not only does Lumiderm™ provide enhanced protection on both cutworms and flea beetles it also has led to substantial increases in plant vigour and biomass.



QUESTIONS?

Contact your local Pioneer Hi-Bred sales representative to include DuPont™ Lumiderm™ on your 2016 canola seed order or visit lumiderm.dupont.ca for more information.

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