

SEEDSTART™

ROOT²

Industry Leading,
Seed-Applied Nutrition

WITH **microFuze**
TECHNOLOGY

**Faster emergence.
Powerful roots.
Stronger stands.**

- Seed-applied nutrition addresses specific and critical nutrient demands for early season plant health in order to drive speed of emergence, strong root establishment, and uniform stands.
- Only SeedStart™ with unique MicroFuze™ Technology addresses the very specific conditions, soils, and stresses in northern climates to check all the boxes – Accessible. Proven. Loaded.
- Accessible immediately at germination, SeedStart feeds the seed what it needs when it needs it.
- Proven 4 bu/ac yield gain and the most cost-effective option to address early season demands and deficiencies of zinc and other micronutrients.
- Feed the seed what it needs – Zn, CU, Mn, and Fe – when it needs it – AT GERMINATION.

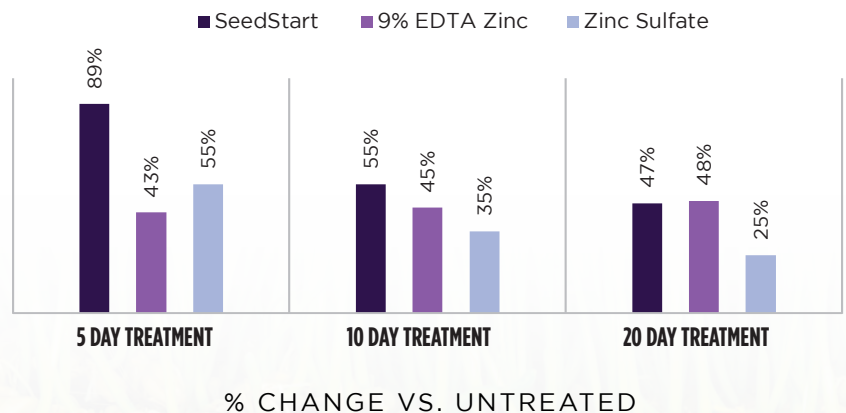
250% higher nutrient load than competitive products

Loaded with
4X MORE ZINC
than EDTA products



Robust emergence is observed in bean crops with SeedStart Root² applied.

Plant Uptake Efficiency Of Zinc Fertilizers



SeedStart shows consistently high zinc availability at 5, 10, and 20 day checks. Evaluated by Unibest Int 2017.

Specialized Seed Applications



www.mcgregor.com

FREQUENTLY ASKED QUESTIONS

What is MicroFuze Technology?

MicroFuze Technology is a unique formulation technology that enhances the nutrient solubility and allows the nutrient particles to more densely affix directly on the seed, making them readily available at the time of germination.

What makes SeedStart Root² unique from other micronutrient products on the market?

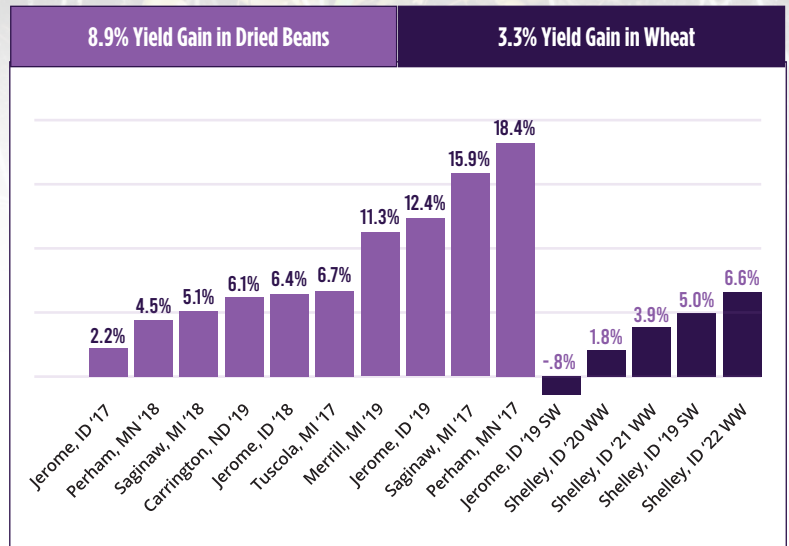
With unique MicroFuze Technology, SeedStart Root² improves the availability of the nutrients and allows the seed to use those nutrients when it needs them most – at germination and emergence. SeedStart Root² promotes increased absorption of 4 micronutrients that are critical at germination – zinc, copper, manganese, and iron.

Why is zinc important in northern crops?

Zinc is widely deficient in high pH soils, but essential for plant health particularly early in a plant's life. It is a primary element in the plant growth hormone, Auxin, and is required to initiate and stimulate germination. However, in northern climates with cool, wet soils zinc is a nutrient that is not readily available. Without proper placement, zinc demands early in the plant lifecycle are extremely challenging to address.

How is seed-applied nutrition different than foliar applications?

The best timing for maximum yield potential and return on micronutrient investment is at germination, when zinc, copper, manganese, and iron are most critical to defend against planting challenges. By placing these micronutrients directly on the seed where they are available at the time of germination, the plant is being fed what it needs when it needs it.



SeedStart effect in yield gained over base seed treatment across locations, years, and crops.

Notes

✓ ACCESSIBLE. ✓ PROVEN. ✓ LOADED

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