



Industry Leading  
Seed-Applied Nutrition

WITH **microFuze**  
TECHNOLOGY

**BIGGER.  
FASTER.  
STRONGER.**

- SeedStart Zeus™ with unique MicroFuze Technology™ provides a powerful combination of zinc plus critical root-building enhancements driving BIGGER roots with more fine root hairs for improved water and nutrient use efficiency.
- Zinc is the #1 limiting micronutrient in the PNW. Only SeedStart gives the seed immediately accessible zinc at the time of germination - FASTER.
- The unique seed-applied zinc in SeedStart Zeus accelerates speed of germination - improving survivability of the seedlings, positively effecting plants per acre, and leading to STRONGER stands.

### The Power of Zeus

Promotes more fine root hairs for increased water and nutrient uptake.

Encourages natural hormone production and cell division for bigger, deeper root development.



Natural auxin and cytokinins work together to stimulate fast, early nodal root development.

Provides a complex of carbon sources keeping nutrients bio-available to enhance uptake of zinc.

### Legendary Performance

SEEDSTART ZEUS

SEEDSTART

NO SEEDSTART



Early-season root growth, fine root hair development, and larger below-ground biomass are noticeably improved with SeedStart Zeus.

Specialized Seed  
Treatment Solutions



[www.mcgregor.com](http://www.mcgregor.com)

# FREQUENTLY ASKED QUESTIONS

## Why is zinc important to PNW crops?

Zinc is widely deficient in PNW 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.**

## Does the crop need zinc EVERY year?

**YES!** SeedStart Zeus addresses the zinc deficiency within the seed via seed-applied nutrition, but does not amend the soil properties. By applying SeedStart Zeus to your seed, the zinc requirements are fulfilled during the peak demand timing at germination and emergence.

## What makes SeedStart Zeus unique from other zinc products on the market?

**SeedStart Zeus provides the highest load of zinc compared to any competing product on the market.** With unique MicroFuze Technology, SeedStart Zeus improves the accessibility of the nutrient and allows the seed to use the zinc when it needs it most - at germination and emergence.

## Does my crop need additional zinc throughout the growing season?

Seed-placed zinc in SeedStart Zeus is immediately accessible at the time of germination, when zinc is most critical to defend against planting challenges. In order to meet the zinc demands throughout the entire plant lifecycle **foliar zinc should also be considered due to the prolific zinc deficiency in PNW soils.**

SEEDSTART IS POWERED BY

**microFuze™**  
TECHNOLOGY

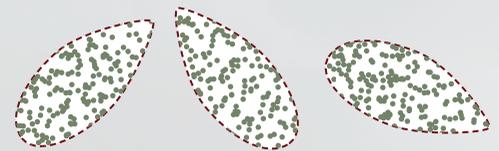
**MicroFuze Technology** is unique micronizing technology that dramatically reduces the particle size allowing the nutrient to more densely affix directly on the seed.

- MicroFuze Technology improves the accessibility of seed-applied nutrients immediately at germination and emergence.
- MicroFuze Technology carries a higher population of nutrient particles in every droplet for a more concentrated seed coating. By delivering seed-applied nutrition in a smaller particle size, better root surface coverage is achieved.
- MicroFuze Technology is found exclusively in the SeedStart product line by The McGregor Company.

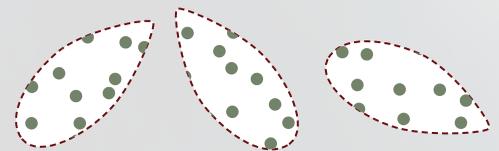
**Increased ACCESSIBILITY = Improved AVAILABILITY**

SeedStart Zeus can more densely cover the seed surface than standard seed treatments that do not contain MicroFuze Technology.

**SEEDSTART**  
ZEUS



**OTHER SEED APPLICATIONS**



**⚡ ACCESSIBLE. ⚡ PROVEN. ⚡ LOADED**

**SEEDSTART**  
ZEUS