

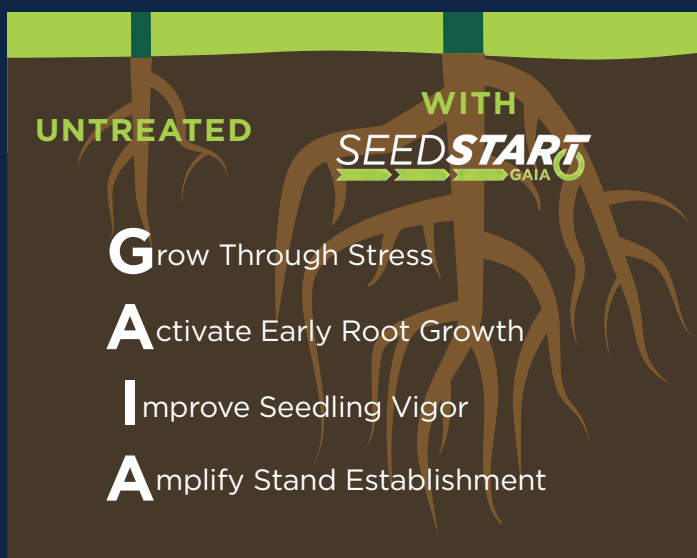


SEED-APPLIED BIOSTIMULANT

Grow Through Stress. Naturally.

- SeedStart Gaia™ is a **certified organic** biostimulant applied directly to the seed, designed to strengthen the plant's natural defense systems and boost resiliency to early season stresses.
- SeedStart Gaia enhances seedling vigor and accelerates root growth, resulting in more uniform stand establishment.
- SeedStart Gaia initiates critical root-building signals within the plant that trigger faster root development and more fine root hairs for improved water and nutrient use efficiency.
- SeedStart Gaia enhances natural plant processes to build early resiliency, helping organic systems—where conventional crop protection is limited—better withstand stress.

Build Resilience from the **Start**

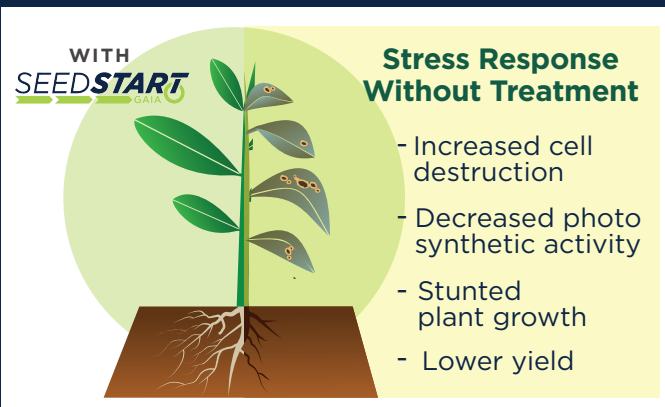


Early-season root growth, fine root hair development, and larger below-ground biomass are noticeably improved with SeedStart Gaia.

OVER **70% YIELD LOSS**
can be attributed to abiotic stress⁺
⁺Stoller, Yield Potential & Farm Yield

Abiotic Stress

Abiotic stress triggers plants to suppress growth. SeedStart Gaia mitigates this response and accelerates **growth through stress**.



With SeedStart Gaia, plants are equipped to grow through stress.

Specialized Seed
Treatment Solutions



www.mcgregor.com

FREQUENTLY ASKED QUESTIONS

How can a plant be stressed?

Under stressful conditions, a plant's cursory defense strategy is to divert energy to survival rather than growth. Without the right tools or protection from the START, adverse environmental conditions like extreme temperatures, drought, and soil saturation compound throughout the growing season as lost yield potential at the FINISH. SeedStart Gaia encourages the plant to grow through stress, leading to a healthier and more bountiful crop.

Why does early season stress matter so much?

Early-season stresses such as cold, excess moisture, or drought lower the baseline for yield potential. Each subsequent stress compounds that reduction and further limits what the crop can achieve. Building resiliency from the start is critical to protecting yield potential throughout the season.

Just how important is early root development?

Strong roots early set the ceiling for yield later. Root-driven hormone signals shape the plant's capacity for photosynthesis, nutrient use, and stress recovery. Early activation of those signals with SeedStart Gaia builds a stronger base so later stresses are less impactful to yield.

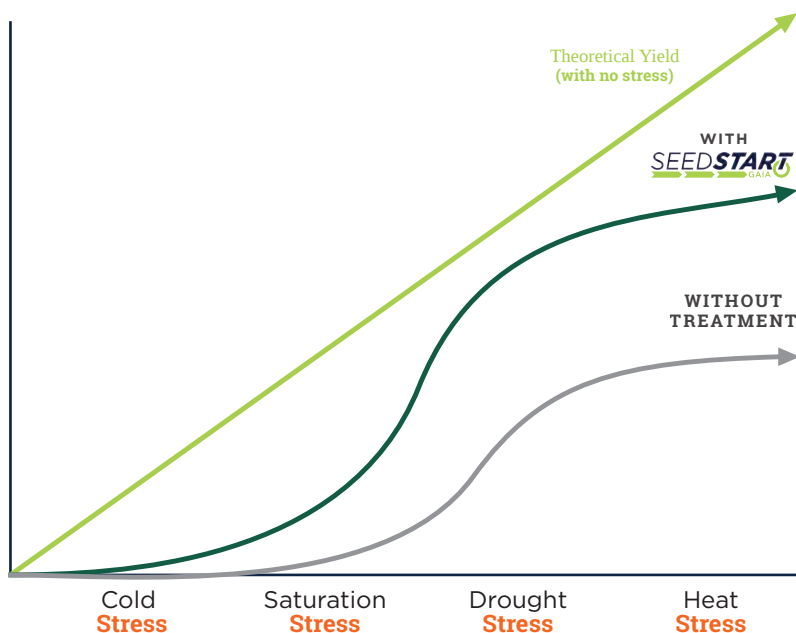
What are biostimulants?

Biostimulants trigger natural processes inside the plant to enhance nutrient uptake, nutrient use efficiency, tolerance to abiotic stress, crop quality, and yield. By helping the plant perform these naturally occurring processes better and more efficiently, biostimulants complement existing farmer practices to stimulate plant growth and optimize plant health.

— Yield **LOST EARLY** is yield **LOST FOR GOOD**. —

Early season stress compounds **yield loss**.
SeedStart Gaia compounds **yield potential**.

Early stress triggers compounding yield loss



Early stress doesn't just slow growth, it compounds yield loss by permanently reducing the crop's yield ceiling. Each additional stress adds to the yield debt.

SEEDSTART
GAIA