

# HEADLINE on corn technology sheet



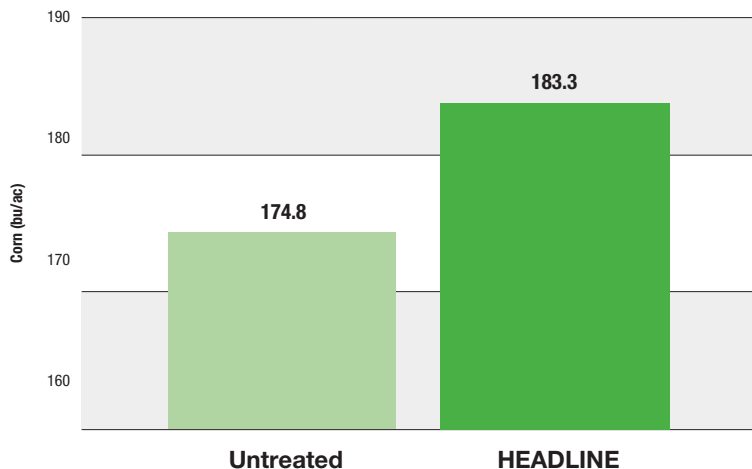
## Plan to apply HEADLINE on corn

More and more growers are relying on HEADLINE® fungicide to maximize their returns in corn. HEADLINE is an innovative, broad-spectrum fungicide delivering a new level of disease control. But what makes HEADLINE unique are the **AgCelence™** benefits of greener leaves, stronger stems and higher yield. Read on to see the advantages of a planned application of HEADLINE on corn.

## Yield increase

In 282 grower trials over five years, HEADLINE has helped growers maximize their corn yield and returns. Average yield increases ranged from 8-9 bu/ac, with many locations generating greater than twice the return on investment.

## Average yield increase with HEADLINE on corn



Source: 2007-2011 Grower Trials in Ontario (n= 282)

## The science of



When it comes to **AgCelence™**, seeing is believing. In on-farm trials across major crops, growers in Canada and around the globe have often experienced the greener leaves, stronger stems and higher yields that a planned application of HEADLINE®\* fungicide can deliver.\*\*

### How does AgCelence work?

Research results and grower experience show that the yield benefit of HEADLINE begins with excellent disease control, which means that:

- The crop is not fighting disease so it can more efficiently convert carbon and nitrogen for improved growth and production; and
- Treated plants are better able to tolerate short periods of cold, heat and drought stress.\*\*

Other products might make similar claims, but more and more growers are choosing the unique benefits of **AgCelence**.

\*AgCelence benefits refer to products that contain the active ingredient, pyraclostrobin.  
\*\*All comparisons are to untreated plants, unless otherwise stated.



## Stronger stems and stalks

Greener leaves and stronger stems are advantages that growers have experienced with a planned application of HEADLINE. The result is reduced lodging and improved harvestability.



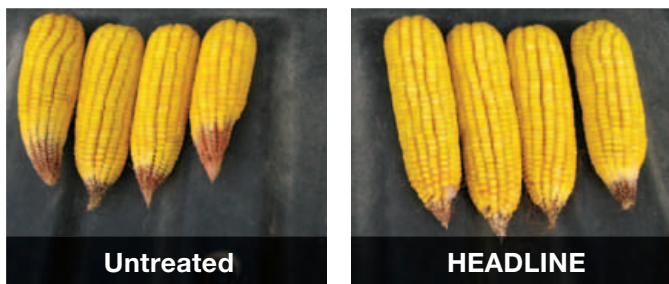
Source: R. Hines, University of Illinois



Source: 2007 Grower-applied Trials

## Larger cobs with better filled kernels

Plants treated preventatively with HEADLINE have less disease and are better able to grow efficiently to reach their full yield potential.



Source: 2007 Grower-applied Trials

**To find out more about HEADLINE, visit [agsolutions.ca](http://agsolutions.ca) or contact AgSolutions® Customer Care at 1-877-371-BASF (2273).**

**Always read and follow label directions.**

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## When to apply HEADLINE

For optimum plant health results, apply preventatively before the appearance of disease symptoms at early to full tassel.

## How much to apply

Apply HEADLINE at a rate of 160 to 240 mL/ac (0.4 to 0.6 L/ha).

Apply HEADLINE with a minimum 10 imperial gallons of water per acre (100 L/ha) by ground or 5 imperial gallons per acre (50 L/ha) by air.

## Application tips

- Apply in fine to medium droplet size to ensure deep canopy penetration.
- Use the higher rate when disease pressure is high.

## What growers are saying

“It was remarkable. I was very, very impressed. The average yield increase from the HEADLINE was 18 bushels per acre over the check. It’s clear that the greater the plant health, the better chance we have of high performance.”

**Jim Ford, Rodney, ON**

“We had a couple of varieties that are really prone to going down, and this year it was quite a shock seeing the corn stand really good. We had no problem combining. Next year I think we’re using HEADLINE on close to 100% on our corn. HEADLINE exceeded my expectations.”

**Mike Simon, Rodney, ON**

