

# HEADLINE® Fungicide potato technology sheet



## Why HEADLINE Fungicide makes sense

HEADLINE provides systemic control of both Early Blight and Late Blight, the two most devastating diseases of potatoes.

In addition, extensive research across Canada and the USA has shown HEADLINE can improve growth efficiency and reduce the impact of stress.

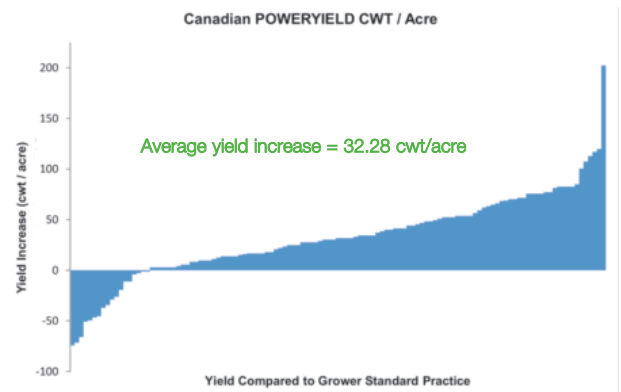
### HEADLINE:

- Proven, effective control of sensitive strains of Early and Late Blight.
- Systemic and rainfast in under 1 hours to ensure long-lasting control under adverse conditions.
- Will not wash off.
  - Systemic and rainfast in under 1 hour to ensure long-lasting control, even under adverse conditions.
- Excellent tank-mix or rotation partner with fungicides of a different mode of action, such as CANTUS® or POLYRAM®DF.

### How HEADLINE works

HEADLINE stops spores before they germinate, preventing them from infecting plant tissue. By interfering with cell respiration and the production of energy, HEADLINE causes the fungus to stop growing and die. Its excellent translaminar activity allows HEADLINE to move into and through the leaf tissue, where it can be active on the lower untreated surface of the leaf within 30 minutes of application. HEADLINE is attracted to and retained in the waxy outer layer of the leaves, where it is gradually released to protect leaf surfaces and other leaf tissue from germinating spores.

## Quality and Profitability



Summary of trials in Canada by Engage Agro, 2006-2010.

### How to use HEADLINE

Begin the first application of HEADLINE at tuber initiation for optimum benefit in terms of enhanced growth efficiency and reduced stress when conditions are favourable for disease but before symptoms appear. HEADLINE should be used as part of an integrated pest management program in combination with a fungicide belonging to a different class (non-strobilurin). For resistance management of Early Blight, do not make more than two applications of HEADLINE before alternating to fungicide with a different mode of action for at least one application. For Late Blight, do not make more than one application of HEADLINE before alternating to a fungicide with a different mode of action for at least one application.

Product	Suggested Application Timing
HEADLINE	- Within first three sprays at tuber initiation. - 180 mL/ac
CANTUS	- 10-14 days after HEADLINE application - 127 g/ac - Tank-mix with contact fungicide
HEADLINE (optional)	- Early-bulking if disease pressure is prevalent





### The science of AgCelence

In on-farm trials, growers in Canada and around the globe have increased yields and improved quality when incorporating a planned application of HEADLINE into an integrated disease control program. BASF has termed this combination of excellent disease control, improved growth efficiency and stress tolerance – *AgCelence™*.

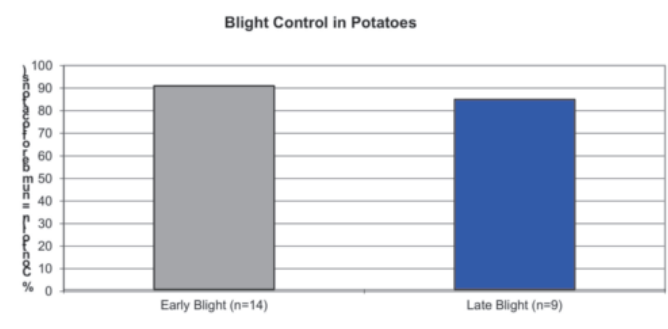
How does *AgCelence* work?

Research results and grower experience show that the benefits of HEADLINE begin with superior disease control, which means that:

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

Other products might make similar claims, but growers have proven that only HEADLINE delivers the unique benefits of *AgCelence*.

### Performance: Early and Late Blight



Source: BASF and University Trials (1997 / 2000)

### Technical Information

**Fungicide Group:** 11

**Active Ingredient:** Pyraclostrobin

**Rate:** 450-670 mL/ha (180-270 mL/ac)  
1 jug treats 9.7-14.4 ha (24-35.7 ac)

**Interval:** 5-14 days (See label)

**Rainfast:** 1 hour

**REI:** 12 hours

**PHI:** 6 days

**Formulation:** Emulsifiable concentrate

**Packaging:** 1 case consists of 2 x 6.5 L jugs

For more information on HEADLINE fungicide, contact **AgSolutions®** by BASF at 1-877-371-BASF (2273) or visit [www.agsolutions.ca](http://www.agsolutions.ca)

Technical Support Provided by **ENGAGE AGRO**

Always read and follow label directions.

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