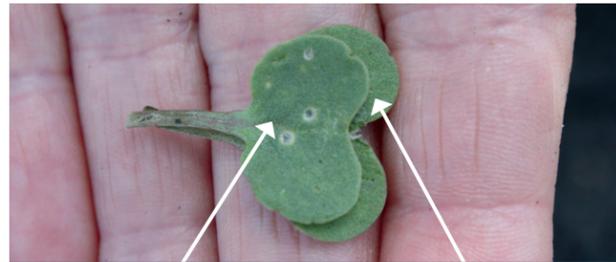


SEE THE LUMIDERM™ DIFFERENCE IN SEEDLING VIGOUR & BIOMASS

When you've planted Lumiderm™ treated seed, your crop will have gained control over both flea beetles and cutworms. This enhanced protection, which is critical during the first few weeks of seedling growth, will allow your crop to thrive. So it's no surprise that treating canola with Lumiderm™ has led to a substantial increase in plant vigour and biomass.

TAKE A LOOK



Standard Treatment Lumiderm™ + Standard Treatment

Source: Sperling, MB



Lumiderm™ + Standard Treatment Standard Treatment

Source: Torrington, AB



Standard Treatment Lumiderm™ + Standard Treatment

Source: Bow Island, AB

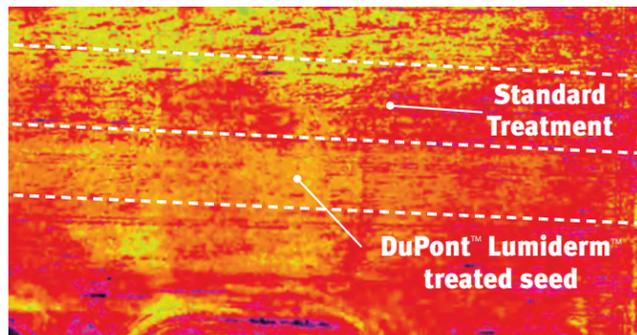


Lumiderm™ + Standard Treatment Standard Treatment

Source: Vimy, AB

A new perspective on plant health:

Canola treated with Lumiderm™ showed greater vigour and biomass in this satellite imagery. The analysis from this imaging technique – Normalized Difference Vegetation Index (NDVI) – calculated 20% more vegetation in the canola that was treated with Lumiderm™.



Source: Point Forward Solutions and JZAerial, Aerial Imagery Analysis, New Norway, Alberta, June 24, 2013.

What growers are saying:

"Basically from treatment to treatment the crop was thin and eaten out, but when you got to the Lumiderm™ it was like a wall of canola."

Dave Gechter, Grower, Medicine Hat, AB

"We were very, very impressed with Lumiderm™. A lot of the canola in the area, just sat there and struggled a bit. If it didn't have proper seed treatment, it looked weak. Where it was treated with Lumiderm™ it just kept growing. It gained 4-5 days in maturity and it was very noticeable in the side by sides."

Dwayne Nachtegaele, Grower, North Battleford, SK



BETTER START. BETTER HARVEST.

DuPont™
Lumiderm™
insecticide seed treatment

It's time to fight back against cutworms, flea beetles, changing environmental conditions and the challenges of time management during the early stages of crop development. Choose DuPont™ Lumiderm™ to provide excellent plant protection right from the start, allowing you to protect your seed investment. Lumiderm™ will improve your crop stand and give your crop a healthier early season start, allowing for optimal yield potential.



Key Benefits:

- First ever seed-applied product that controls cutworm
- New class of chemistry (Group 28) for resistance management
- Enhanced crucifer and striped flea beetle control
- Excellent early season seedling stand establishment, vigour and biomass
- Residual control – up to 35 days of protection through the critical stages of seedling growth

QUESTIONS?

Ask your seed retailer, call 1-800-667-3925 or visit lumiderm.dupont.ca

DuPont™ Lumiderm™ is a DuPont™ Lumigen™ seed sense product.

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DuPont™
Lumiderm™
insecticide seed treatment

SEE THE LUMIDERM™ DIFFERENCE IN CUTWORM CONTROL

Cutworms are a real problem in canola production. If you're not paying close attention to your fields, they can destroy a significant portion of your crop in a matter of days. The five most economically important cutworm species to scout for in Western Canada are: redbacked, pale western, darksided, army and dingy. Cutworms are very difficult to detect since they typically live underground during the day and feed at night. This makes it very challenging to control them with a foliar insecticide application. That's why Lumiderm™ is such an important leap forward in seed treatment. During the first 35 days of seedling growth, Lumiderm™ protects your canola from cutworm feeding which helps enhance early season stand establishment and crop vigour.



In order for Lumiderm™ to take effect, it requires ingestion, which means that you will see some symptoms of cutworm feeding damage. After the insect takes one or two bites of the canola treated with Lumiderm™, it will stop feeding. It may take up to 72 hours for the cutworm to be controlled. Symptoms of cutworm feeding damage include plants that are wilting, falling over or completely cut off and holes or notches in foliage.

Look at the results:

Treating your seed with Lumiderm™ is the best way to prevent a patchy, bare field and yield loss due to cutworm damage.



Source: Seven Persons, AB. 42 Days After Seeding.

What growers are saying:

"Lumiderm™ let us get control of our cutworms on our canola seed without spraying. It's a no brainer to include this on your canola seed because it is nice to not have to babysit my fields and it takes one less worry out."

Allan Rumpf, Grower,
Battleford, SK

"This is my canola, and on one side of my field (not treated with Lumiderm™) cutworms are costing me money, and on the other side they are not – it's a fact: the Lumiderm™ is working."

Lewis Doyle, Grower,
Kinistino, SK

SEE THE LUMIDERM™ DIFFERENCE IN FLEA BEETLE CONTROL

There are few threats more significant to Canada's multi-billion dollar canola industry than flea beetles. These little pests consume between 8-10% of the canola yield across the Prairies. Growers are fed up with flea beetles and are demanding a better way to control them. Thankfully, Lumiderm™ insecticide seed treatment offers a new way to enhance the control of both crucifer and striped flea beetles.



Assessing the need for flea beetle control:

Growers who haven't looked – and it takes a very close look – may not even be aware that they have both crucifer and striped flea beetles in their fields. Striped flea beetles emerge earlier in the spring and are a greater threat to early-seeded canola. The Canola Council warns (www.canolawatch.org) that striped flea beetles are more tolerant of standard seed treatments. Population shifts are occurring across the West – striped flea beetles are gaining territory.

As you are harvesting, pay close attention to the flea beetle population. If you spot them, that is the first sign of a troublesome spring. Choose Lumiderm™ to enhance the control of flea beetles, ensuring next year's crop gets off to a good start.

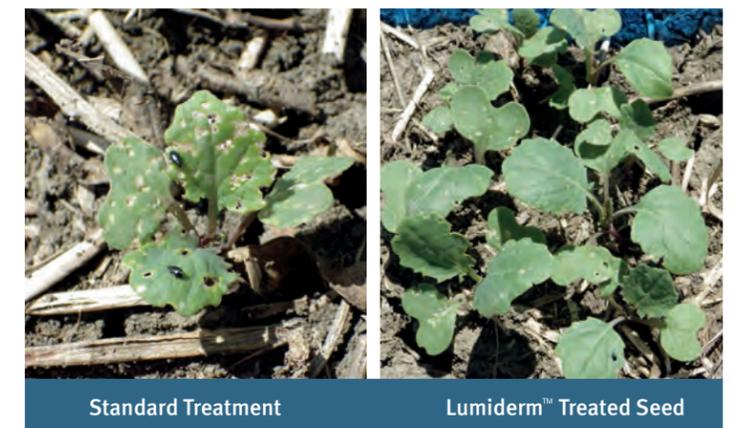
What growers are saying:

"It helped getting a good night's sleep, not having to check the canola crop all of the time. I mean there is enough diseases and other things to check without having to worry about insects bothering it... I would use Lumiderm™ again next year. I wouldn't hesitate, the cost is a little bit more, but it is worth it."

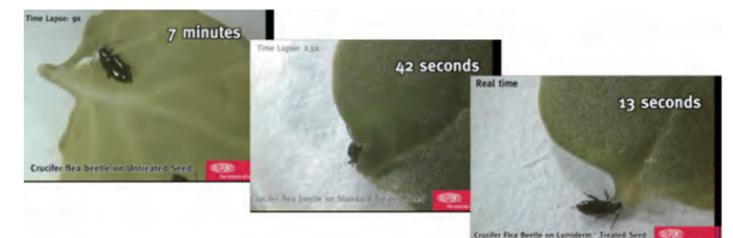
Emile Gregoire, Grower,
North Battleford, SK



Source: Morris, MB. 22 Days After Seeding.



Source: Lumsden, SK. 22 Days After Seeding.



Laboratory study conducted by Dr. Andrew Keddie at the University of Alberta.

The enhancement rate of Lumiderm™ helps to reduce the feeding time of flea beetles = less stress on the plant.