



# There's more to a seed treatment than meets the eye

Seed treatments are supposed to provide peace of mind, protecting your high-value seed from unseen diseases and pests. But not all seed treatments are equal, so it's important to know what's on your seed.

With Syngenta Cereals Seed Treatment, you get multiple proven active ingredients in a formulation that's more convenient, highly concentrated and consistently applied. When compared to generics, it comes down to performance, and the difference is clear.

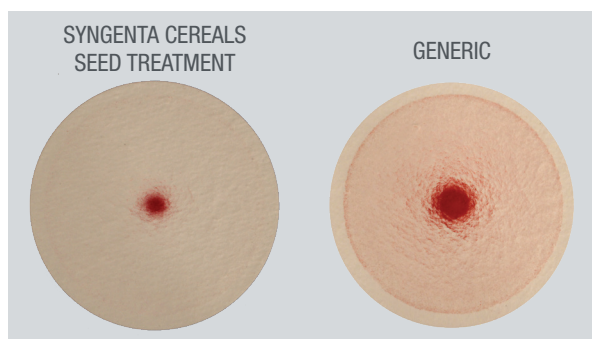
## 3 REASONS WHY WHAT'S ON YOUR SEED MATTERS

### 1 **GENERIC DUST-OFF MEANS YOU'RE NOT GETTING ALL THE PROTECTION YOU'RE PAYING FOR**

Syngenta Cereals Seed Treatment contains active ingredients that have been thoroughly tested to stay on the seed where it matters most. This allows it to better protect emerging wheat and barley seedlings and roots from seedborne and soilborne diseases, as well as insects.

#### How does this translate in the field?

Aside from the safety risks of overexposure, the photo to the right, which was taken after loading a planter, shows what you stand to lose from a generic seed treatment that dusts off at planting leaving your investment on the ground instead of underground on your seeds.



A dust-off test\* shows **generics are up to 10x dustier** than Syngenta Cereals Seed Treatment.

\*Syngenta Internal Tests, Syngenta Seedcare Institute, Stanton, MN, April 2018.



Rockford, WA, 2017

## 2 GENERIC MIXING ISSUES MEAN YOUR SEED TREATMENT MAY STICK TO THE TREATER INSTEAD OF YOUR SEED

Syngenta Cereals Seed Treatment has enhanced water compatibility, allowing for improved coverage and a more uniform coating. Generic formulations may have insufficient surfactants and flow aids increasing the risk of buildup issues due to formulation breakdown.



Freshly prepared slurries of Syngenta Cereals Seed Treatment (left) and a generic seed treatment (right) in 1:1 solutions of water after 12 hours\*.

\*Syngenta Internal Tests, Syngenta Seedcare Institute, Stanton, MN, April 2018.

## 3 GENERIC FORMULATION INSTABILITY CAN CAUSE UNRELIABLE FIELD PERFORMANCE

Syngenta Cereals Seed Treatment is formulated to ensure accurate and uniform doses of active ingredient distribution on each seed, boosting performance throughout the field. Generic treatments may have partial, uneven active ingredient coverage, leaving your seeds exposed and not fully protected from insects and diseases.



It's easy to see the consistently better coating of the Syngenta Cereals Seed Treatment (left) compared to generics (right).

\*Syngenta Internal Tests, Syngenta Seedcare Institute, Stanton, MN, April 2018.

## GENERIC AREN'T WORTH THE RISK.

Ask your local Syngenta retailer for Syngenta Cereals Seed Treatment or visit [Syngenta-US.com/Seed-Treatment/Vibrance](https://www.syngenta-us.com/Seed-Treatment/Vibrance)

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