

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 technology. 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.

Serious Seed Protection.

Lumiderm™ insecticide seed treatment provides excellent plant protection against both flea beetles and cutworms in one convenient bag.

Key Benefits:

- Enhanced crucifer and striped flea beetle protection
- Excellent control of early season cutworms
- Excellent early season seedling stand establishment, vigour and biomass
- Up to 35 days of protection through the critical stages of seedling growth
- Novel class of chemistry (Group 28) for resistance management



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 reduce yield loss due to cutworm damage.



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

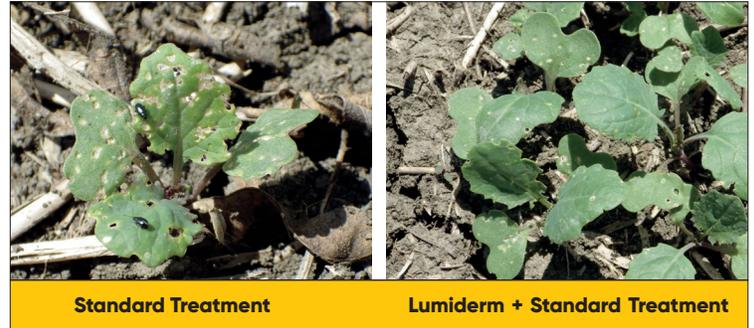
Testimonial from the field:

"Lumiderm has become an essential tool on our farm for the past 3 growing seasons. As soon as it was available to us, we were eager to use it. We knew first hand how devastating cutworms can be on a canola crop. There is nothing worse than seeing your newly emerged canola plants being taken away by insects. We would spend hours worrying and scouting our canola crops for this. Lumiderm has given us the peace of mind knowing our canola plants will still be there each time we check them. I won't buy canola seed unless it is treated with Lumiderm."

Rory Gregoire, Grower, North Battleford, SK

See the Lumiderm™ difference in protection against flea beetles

Across Western Canada, flea beetles are causing significant damage to canola crops and growers are demanding a better solution. Lumiderm™ insecticide seed treatment offers a new way to obtain enhanced flea beetle protection on both crucifer and striped flea beetles for your canola crop.

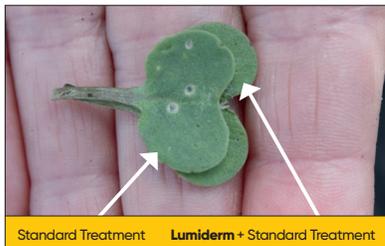


Source: Lumsden, SK. 22 Days After Seeding.

Do you know what type of Flea Beetle is eating your canola?

There are two types of Flea Beetles: Crucifer and Striped. 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 to 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 your flea beetle protection in canola to ensure your next year's crop gets off to the best start possible.

See the Lumiderm™ difference in seedling vigour & biomass



Source: Sperling, MB



Source: Torrington, AB



Source: Bow Island, AB



Source: Vimy, AB

See the Lumiderm Yield results

Lumiderm resulted in a positive yield increase 78% of the time across Western Canada.†

- 35% Less Flea Beetle Damage*
- 1.4 bu/ac higher yield**

† Results from large scale grower managed field trials across Western Canada in 2015.

* Source: 192 DuPont Research & Development (replicated) trials and Grower Demo strip trials (2010-2015).

** Source: Canola yield averaged across 137 Grower Demo Strips, Western Canada (2013-2015).

Take a look

When you've planted Lumiderm treated canola seed your crop will gain an advantage over both cutworms and flea beetles. This enhanced protection is critical during the first few weeks of seedling growth, which will allow your canola crop to thrive. Not only does Lumiderm provide enhanced protection on both cutworms and flea beetles it also has led to substantial increases in plant vigour and biomass.

**Don't let cutworms and flea beetles take a bite out of your yield.
Ask your seed retailer, call 1-800-667-3852 or visit lumiderm.corteva.ca.**