



LumiGEN™ seed treatments are **designed, verified and proven** to work with Brevant™ and Pioneer® genetics

**95+** years of crop protection knowledge.



**60,000** plots evaluated by on-farm testing and the **IMPACT** testing program each year.



Protecting our great Pioneer and Brevant genetics with the best seed treatments ensures they perform to their full potential.



This means proven genetics producing **strong crops** and an **increased yield potential**.

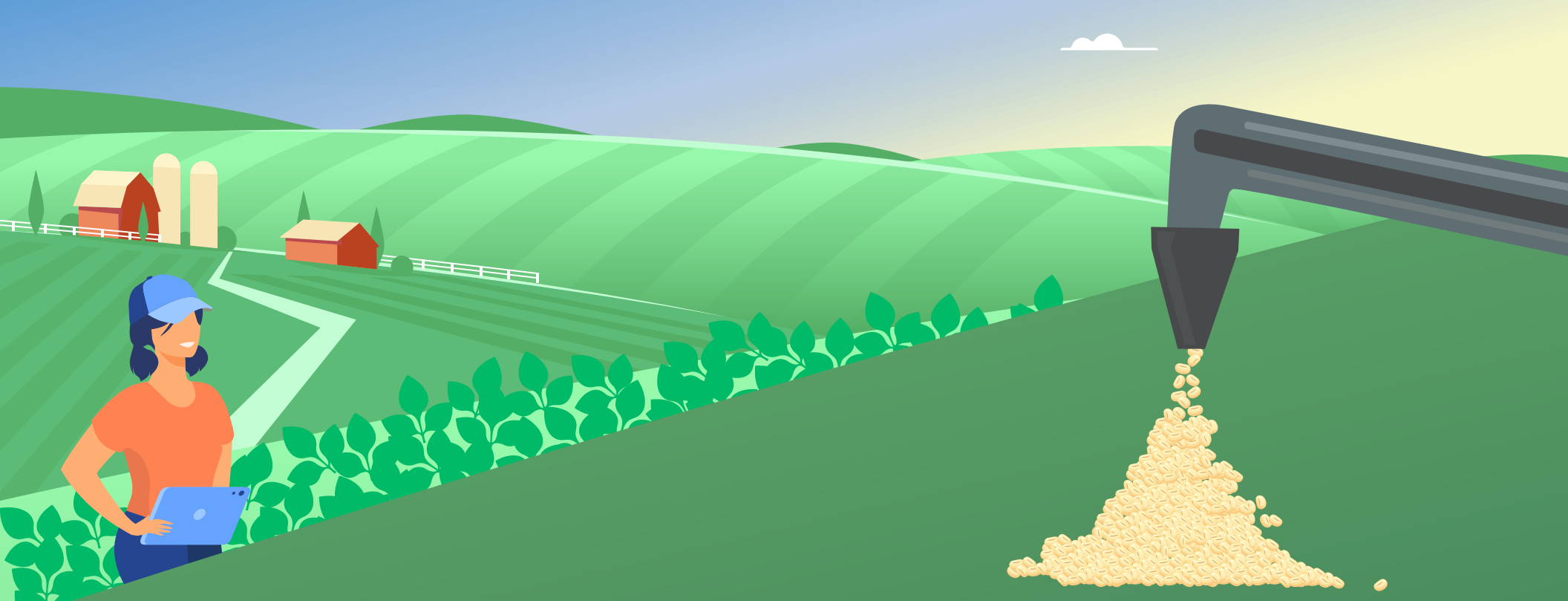
## Lumisena™

FUNGICIDE SEED TREATMENT

## Lumiderm™

INSECTICIDE SEED TREATMENT

Protect soybeans from yield-robbing insects and disease.



### Soybeans in Canada

**4.5+** million acres seeded in Canada in 2020<sup>1</sup>.



**45.9** bushels/acre average yield.

### Phytophthora

is the #1 disease in soybeans causing

**\$50** million of yield loss in Canada each year<sup>2</sup>.



**Lumisena™** provides advanced protection against phytophthora, increasing soybean plant counts significantly.

**1.2** bushels/acre yield advantage over the industry standard seed treatment.

**4** bushels/acre yield increase where phytophthora pressure was greater.



**Lumiderm™** offers extended protection against bean leaf beetle and soybean aphid.

**UP TO 35 DAYS** of protection from insect damage.



More **uniform** and **healthier** soybean plant stands.

### WHAT DOES THIS MEAN FOR FARMERS?

Let's do the math:



**\$16**/bushel average price for soybeans\*

**X**

**1.2** bushels/acre average yield increase from using Lumisena

**-**

**\$4/acre** cost of Lumisena

**= \$15.20** per acre additional net benefit just by using Lumisena.

If all soybean acres in Canada (4.5MM) had Lumisena applied to them the additional **net profit would be**

**\$68.4MM**



## Lumiderm™

INSECTICIDE SEED TREATMENT

Stop flea beetles from taking a bite out of canola yields.

### Canola in Canada

**20.7** million acres seeded in Canada in 2020<sup>3</sup>.



**40.1** bushels/acre average yield<sup>4</sup>.

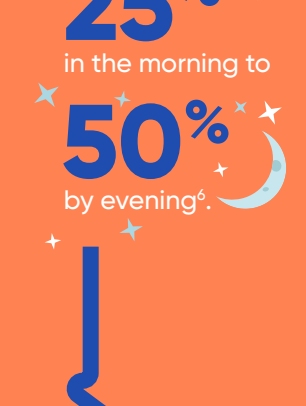
Crucifer and striped flea beetles cause significant damage to canola crops.

**10%** average yield loss where flea beetles are abundant<sup>5</sup>.

On warm and calm days, damage can advance from

**25%** in the morning to

**50%** by evening<sup>6</sup>.



**Lumiderm** offers enhanced flea beetle protection on both crucifer and striped flea beetles.

**35%** less flea beetle damage<sup>7</sup>.

**33%** less striped flea beetle damage<sup>8</sup>.

**1.4** bushels/acre higher yield when canola was treated with Lumiderm<sup>9</sup>.

Lumiderm resulted in a positive yield advantage

**78%** of the time in Western Canada field trials.

**Lumiderm** canola grows bigger, faster and more uniform than untreated canola.

**+1.4** bushels/acre

**1.4** bushels/acre higher yield when canola was treated with Lumiderm<sup>9</sup>.

Lumiderm resulted in a positive yield advantage

**78%** of the time in Western Canada field trials.

### WHAT DOES THIS MEAN FOR FARMERS?

Let's look at the numbers:



**\$15**/bushel average price for canola\*

**X**

**1.4** bushels/acre average yield increase from using Lumiderm

**-**

**\$9.80/acre** cost of Lumiderm

**= \$11.20** per acre additional net benefit just by using Lumiderm.

If all canola acres in Canada (20.7MM) had Lumiderm applied, the additional **net profit would be**

**\$231.8MM**



## Lumivia™

INSECTICIDE SEED TREATMENT

Protect corn seedlings and maximize yield potential.

### Corn in Canada

**3.5+** million acres projected to be planted in 2021.



**159.5** bushels/acre projected corn yield for 2020-21.

**Wireworms** are a plant stand losses.

**30** species of wireworm in Canada<sup>10</sup>.

Can live in the soil for up to

**5+** years<sup>11</sup>

**Seed corn maggots** can significantly reduce stands.



Present in all of Canada's corn growing areas<sup>12</sup>, these pests are prevalent during cool, wet springs<sup>13</sup>.

**Lumivia™** protects seedlings providing uniform and healthy stands to maximize yield potential.

**65%** less wireworm damage when compared to untreated checks<sup>14</sup>.

**4.8** bushels/acre higher yield compared to a Fungicide Seed Treatment only<sup>15</sup>.

**Lumivia** delivers outstanding protection against early-season corn insects.

**Better control** of wireworms, European chafer, grub, June beetle, black cutworm, army worm and seed corn maggot.

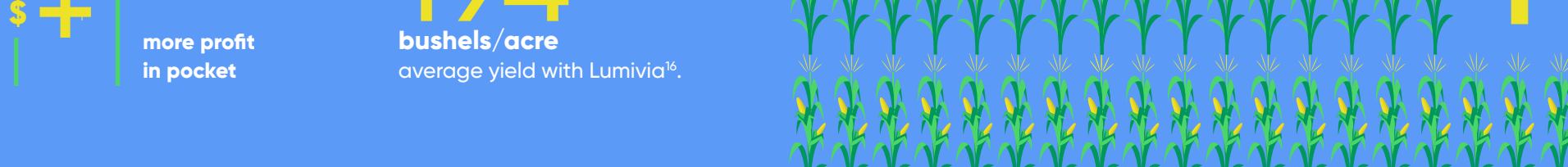
**Better protection** through germination to the V5 growth stage.

### WHAT DOES THIS MEAN FOR FARMERS?

If growers trusted their corn to Lumivia, it would mean **more plants in the field, more bushels per acre** and **more profit at the end of the season**.

**194** bushels/acre average yield with Lumivia<sup>16</sup>.

**194** bushels/acre average yield with Lumivia<sup>16</sup>.



\*February 2021  
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