

# 2025 Lumiderm™ Performance Advantage

## Lumiderm™

### INSECTICIDE SEED TREATMENT



## PIONEER

MADE TO GROW™

**For Pioneer® brand canola seed treated with Lumiderm™ insecticide seed treatment**

### Lumiderm™ Advantages

- Enhanced crucifer and striped flea beetle protection
- Excellent control of early season cutworms
- Outstanding early season seedling stand establishment, vigour and biomass
- Up to 35 days of protection through the critical stages of seedling growth
- Group 28 chemistry provides an additional mode of effective action for flea beetle and cutworm control

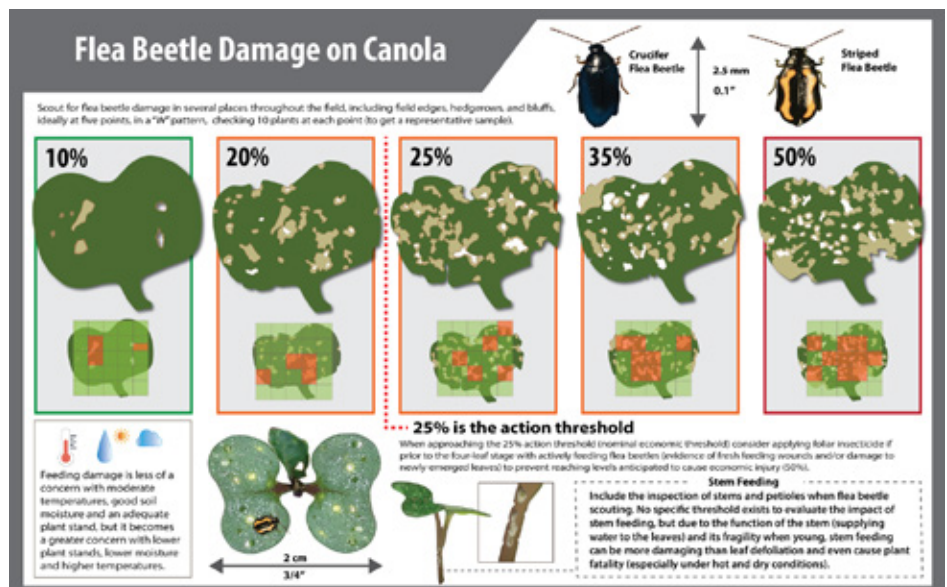
**For Pioneer growers who utilize Lumiderm™ on their canola seed and observe the following:**

1. Flea beetle feeding has reached or is approaching the action threshold of 25% damage on the cotyledons or first true leaves
2. And/or cutworm populations exceed 4 cutworms per square metre, or damage on the canola seedlings is at or near 25%
3. Corteva will pay growers that meet the qualifications of the program 100% of the SRP of a qualifying insecticide product up to \$6/ac for a flea beetle treatment and up to \$8/ac for a cutworm treatment.

**Claims should be made prior to spraying. In cases where spraying must occur before the claim is reported, the claim must be reported to the Corteva Call Centre within 7 days of insecticide application and by June 30, 2025. Claims will be subject to field verification.**

### Managing Flea Beetle Risk

1. Use enhanced insecticide seed treatments like Lumiderm™ in combination with other management practices
2. Target an emergence of 5-8 plants/ft<sup>2</sup>. More plants mean fewer flea beetles per plant and more seed treatment per acre
3. Aim for rapid emergence – seed shallow, into warm soils, with adequate moisture, to help the crop emerge quickly and get ahead of flea beetle populations
4. Scout the whole field frequently to assess crop emergence, flea beetle populations and potential leaf area loss or crop damage
5. Know the spray threshold. Action threshold is 25% leaf area loss or more, economic injury occurs at 50% leaf area loss
6. Use this infographic to assess leaf damage to determine if your crop is at action threshold



Source: Canola Council of Canada



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## Claim Registration Details

Products	Reimbursement	Days After Seeding	Contact	Final Claim Submission Date	Final Paperwork Submission Date
Lumiderm™ + Helix® Vibrance®	100%	35 Days	Corteva Agriscience 1-888-254-3555	June 30, 2025	August 31, 2025
Lumiderm™ + Lumiscend™	100%	35 Days	Corteva Agriscience 1-888-254-3555	June 30, 2025	August 31, 2025

### Requirements to qualify for the 2025 Lumiderm™ Performance Advantage:

1. Program will only apply to affected acres.
2. Growers who seed canola consecutively on the same field are not eligible for the 2025 Lumiderm™ Performance Advantage.
3. Growers must follow the recommended Canola Council of Canada guidelines that promote optimum canola stand establishment (> 5 plants per square foot).
4. Qualified payments will not exceed the published SRP of eligible insecticides, up to a maximum of \$6.00/acre for a flea beetle treatment and up to \$8.00/acre for a cutworm treatment. Application costs are not included.
5. If scouting determines that the economic thresholds for flea beetle and/or cutworm have been reached, growers must call Corteva Agriscience at 1-888-254-3555 and register the claim – retailers or representatives cannot register a claim on behalf of the customer.
6. As per product labels, Group 28 foliar insecticide treatments should not be made for a minimum of 60 days after planting seed treated with Lumiderm™ insecticide seed treatment. Group 28 insecticides cannot be applied as remedial foliar products as part of this program.
7. Claims should be made prior to spraying. In cases where spraying must occur before the claim is reported, the claim must be reported to the Corteva Call Centre within 7 days of insecticide application and by June 30, 2025. Claims will be subject to field verification.
8. Policy is limited to matching acres of Pioneer brand Lumiderm™ treated canola seed. Policy is limited to one eligible insecticide application per season.
9. Pounce® 384 EC 10L, Ambush 3.78L and Ambush 1L are eligible for the 2025 Lumiderm™ Performance Advantage Program.

### Eligible Foliar Insecticides Included in the 2025 Lumiderm Performance Advantage Program

Manufacturer	Product	Flea Beetle Application		Cutworm Application	
		Rate	Acres Treated	Rate	Acres Treated
FMC	Pounce® 384EC	62 ml/acre	160 ac/10L jug	125 ml/acre	80 ac/10L jug
AMVAC	Ambush®	47.3 ml/acre	80 ac/3.78L jug 21 ac/1L jug	95 ml/acre	40 ac/3.78L jug 10 ac/1L jug