



# CERTIS

**LATITUDE®**

The only take-all seed treatment



[www.certiseurope.co.uk](http://www.certiseurope.co.uk)

## Take-all: the invisible invader

- It is very likely that take-all is in your soil right now – but you can't see it
- The problem with take-all is: you don't know how damaging it is going to be until it is too late
- Take-all attacks the roots, negatively impacting the yields of second and third wheats as well as barley
- With effective take-all control and good husbandry yields from second wheats can close the gap on first wheats
- Latitude is a unique fungicide that protects each seedling from take-all; ensuring a stronger root system at grainfill
- Latitude is the only specialist take-all seed treatment

### FACT

Without take-all control second wheat yields can be cut by as much as 50%

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By the time symptoms have shown, it is often too late to save crops from take-all losses.

## Take-all: major risk factors

A stunted yellowing crop in the spring followed by whiteheads is usually the first indication of take-all, one of the most significant and widespread fungal disease of wheat and barley. By assessing the take-all risk, control action can be taken before it is too late.

### Influence of risk factors

Climate  
**34%**

Rotation  
**33%**

Sowing date  
**17%**

Soil type  
**16%**

- Take-all will thrive in a warm wet autumn... followed by a warm wet winter
- Situations where take-all is likely include: second and third wheat; winter barley following a cereal; first wheat after fallow or a spring cereal
- Earlier drilled crops are more susceptible, early October drilling is optimum
- Soil texture (7%), pH (6%) and organic matter (3%) can all have an influence on take-all risk

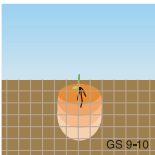
**Always use Integrated management of take-all with risk assessment alongside cultural control and Latitude seed dressing.**

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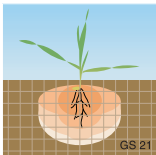


# Latitude: The effective tool for take-all management

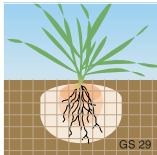
- Latitude is a unique fungicide that protects each seedling and the root from take-all infection
- After sowing latitude quickly spreads from the treated seed into the surrounding soil to form a zone of protection



Latitude rapidly spreads to form a barrier around the seed



By early tillering the barrier has spread to protect the roots



Latitude maintains a protective barrier through to late tillering

- The protective zone allows the plant to achieve optimal growth during the critical stages of development
- By reducing crop stress from take-all, rooting is promoted and water and nutrient uptake improves leading to increased crop health

# Latitude delivers on yield and profit

## Winter wheat - Cost benefit depends on seed rate

Seed rate		Latitude cost (£/ha)	Yield needed to cover cost (t/ha)	Gross margin from Latitude (£/ha)
No./m <sup>2</sup>	kg/ha			
150	75	14.78	0.10	64.98
200	100	19.70	0.14	60.05
250	125	24.63	0.17	55.13
300	150	29.55	0.20	50.20
350	175	34.48	0.24	45.28
400	200	39.40	0.27	40.35

Source: 120 Monsanto and independent trials 2001-2010  
 Average Latitude response = 0.55 t/ha (incl.basic seed treatment av yield = 9.03t/ha)  
 Feed wheat = £145/t  
 Latitude price = £197/t

## Barley

Seed rate		Latitude cost (£/ha)	Yield needed to cover cost (t/ha)	Gross margin from Latitude (£/ha) 0.4t/ha response yield
No./m <sup>2</sup>	Kg/ha			
200 (Hybrids)	92	19.70	0.15	34.40
325 (Conventional varieties)	149.5	29.55	0.22	24.45

Assume Feed barley = £135/t, TGW 46g, Latitude £197/t  
 Malting barley premium would increase these gross margins  
 Average Latitude response = 0.25 t/ha from 79 European trials over 5 yrs.  
 Average response = 0.4t/ha from 5 years UK trials, highest response 0.64t/ha

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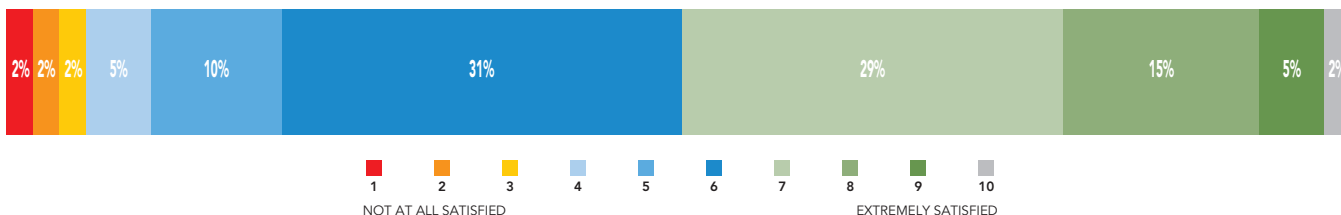
## Latitude and good husbandry

Integrate Latitude with cultural control methods to reduce take-all disease

- Don't sow too early – October is optimum
- Use a good, consistent second wheat variety – avoid variable second wheats
- Use appropriate seed rates
- Correct pH and nutrient (P,K, Mn, Cu) deficiency
- Correct soil problems and consolidate seed beds
- Apply spring nitrogen early – early February is optimum

## Overall satisfaction with Latitude

Almost half (48%) of respondents rated their satisfaction with Latitude between an eight and ten and 95% rated it five and above\*



\*Source: Independent market research September 2018

## Grower feedback

“After variety choice, using a take-all seed treatment is the most important factor in optimizing 2nd wheat performance”

“I treat all my second wheats with Latitude, it's a valuable insurance policy”

“Take-all is endemic and will always build-up, but Latitude has the potential to recover half the lost yield”

### Use Latitude in situations where take-all is likely

- Second and third wheat
- Winter barley following a cereal
- First wheat after non cropped land or spring cereals

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## Secure your crop with Latitude®

- Protects yield, quality and profits
- Reduces take-all in wheat and barley
- Enables flexibility of drilling date
- Improves nutrient and water uptake

USE PLANT PROTECTION PRODUCTS SAFELY. ALWAYS READ THE LABEL AND PRODUCT INFORMATION BEFORE USE.

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