DON’T LET TAKE-ALL STEAL YOUR YIELD

LATITUDE®
The only take-all seed treatment

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%

FACT
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

- 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.

LATITUDE®
The only take-all seed treatment
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 delivers on yield and profit

Winter wheat - Cost benefit depends on seed rate

<table>
<thead>
<tr>
<th>Seed rate</th>
<th>Latitude cost (£/ha)</th>
<th>Yield needed to cover cost (£/ha)</th>
<th>Gross margin from Latitude (£/ha)</th>
</tr>
</thead>
<tbody>
<tr>
<td>150</td>
<td>14.78</td>
<td>0.10</td>
<td>64.98</td>
</tr>
<tr>
<td>200</td>
<td>19.70</td>
<td>0.14</td>
<td>60.05</td>
</tr>
<tr>
<td>250</td>
<td>24.63</td>
<td>0.17</td>
<td>55.13</td>
</tr>
<tr>
<td>300</td>
<td>29.55</td>
<td>0.20</td>
<td>50.20</td>
</tr>
<tr>
<td>350</td>
<td>34.48</td>
<td>0.24</td>
<td>45.28</td>
</tr>
<tr>
<td>400</td>
<td>39.40</td>
<td>0.27</td>
<td>40.35</td>
</tr>
</tbody>
</table>

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

Barley

<table>
<thead>
<tr>
<th>Seed rate</th>
<th>Latitude cost (£/ha)</th>
<th>Yield needed to cover cost (£/ha)</th>
<th>Gross margin from Latitude (£/ha) 0.4t/ha response yield</th>
</tr>
</thead>
<tbody>
<tr>
<td>200</td>
<td>19.70</td>
<td>0.15</td>
<td>34.40</td>
</tr>
<tr>
<td>325</td>
<td>29.55</td>
<td>0.22</td>
<td>24.45</td>
</tr>
</tbody>
</table>

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
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*

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

*Source: Independent market research September 2018

LATITUDE®
The only take-all seed treatment
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.

For further information with regard to the warning phrases and symbols for this product please refer to the product label. Latitude® contains silthiofam. Latitude® is a Registered Trademark of Mitsui & Co. Ltd. Certis, Suite 5, 3 Riverside, Granta Park, Great Abington, Cambridgeshire, CB21 6AD. Tel: 0845 373 0305 email: infocertisUK@certiseurope.com www.certiseurope.co.uk © 2018