



REDIGO[®]
PRO

Selling

Redigo Pro

Use this guide to help capture more value in the sale of seed, using Redigo Pro as a hook



Adding value to seed sales with Redigo Pro

Establishment is probably the most critical point in the life of a crop. Slow or patchy establishment will hang over a crop throughout its life and so it is of critical importance to make sure that crops are given every chance to get out of the ground quickly.

Combining a high-quality variety with a high-quality seed treatment gives crops the best start. The seed treatment protects the variety from seedling diseases and allow the capability of the genetics to be maximised.

This is why Redigo Pro should be the default seed treatment choice for all cereals in spring 2020. It provides the broadest spectrum and strongest disease control and is a high-quality brand, with pedigree in seed treatment, to associate your seed sales with.

Why Redigo Pro?

In spring 2020 spring cereals are going to be a critical contributor to farm profitability. During this year, more than any it will be crucial to get establishment right. High-quality SPDs, such as Redigo Pro (prothioconazole and tebuconazole), are the best way to protect your crop from seed- and soil-borne diseases, which can have devastating impacts on establishment and yield if left untreated.

4 reasons to use Redigo Pro

- 1** Broadest spectrum disease control with consistently high scores across the major seed- and soil-borne diseases
- 2** Quality formulation ensures the active moves rapidly through the seedling to control the fungus
- 3** Excellent crop safety from a tried and trusted product
- 4** Reduces the initial carry-over inoculum of *Fusarium spp.* and *Microdochium nivale*

And remember: Bayer have a long, successful, history in seed treatment and so should be the partner of choice to add value to your seed sales.

Possible responses

I've never had a problem with seed- and soil-borne diseases before.

Probably because of high-quality dressings like Redigo Pro. Bayer's seed treatments are extremely effective at controlling seed- and soil-borne diseases – the fact these diseases are not often seen in crops is testament to that. However, weather conditions conducive to these diseases, coupled with some growers considering reducing seed treatment use, means there could be a resurgence in these diseases.

I'll worry about it if I see one of these diseases in the crop.

In most cases, the only time to protect your crop from seed- and soil-borne diseases is at the start of the crop's lifecycle. From then, while symptoms might not be visible for some time, the disease is active within the crop and can proliferate, impacting yield, building up problems in the soil and even causing grain rejections in the case of ergot.

It's too expensive. I'm looking to reduce my inputs.

Understand. But this is a hugely worthwhile investment – in spring 2020 more than ever. But two things; if seed- or soil-borne diseases gets into your crop then it can have an impact on yield, and even cause grain rejections in the case of ergot. Consider how much of the farms profitability will be tied into spring cereals this year.

It's not suitable for my crop/rotation.

Redigo Pro is safe for use on all cereal varieties – not just wheat and barley, but oats, rye and triticale as well.

Which diseases does Redigo Pro cover?

Barley and wheat SPD seed treatment comparisons

			
	Wheat, oats, durum wheat, rye and triticale	Barley	Winter barley only
Bunt (seed-borne)	★★★	N/A	N/A
Bunt (soil-borne)	★★★	N/A	N/A
Leaf stripe	N/A	★★ ¹	★★★
Ergot (reduced germination)	★★★	★★★	★★★ [~]
Microdochium-nivale	★★★	★★★	★★(★)
Loose smut	★★★	★★★	★★★
Seed-borne net blotch	★★★ [~]	★★★ [~]	★★★
Covered smut	N/A	★★★	★★★
Blue mould	★★★ ²	N/A	N/A

¹ Partial control in winter barley and spring barley. ² Reduces the effects caused by blue mould on the germinating cereal seeds. [~] Not a label claim, ratings based on trials data and field experience. Note: 3 stars refers to full control and 1 star refers to partial control.



////// **Redigo Pro: a tried and trusted partner in a highly changeable market. Why take the risk elsewhere?**

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