

3 REASONS NOT TO SCRIMP ON SEED TREATMENTS

Having choices is great for customizing treatments to meet a farmer's needs. But not all seed treatments are created equally. With all the options out there, it's important to make sure your customers get quality seed treatments to help ensure the best experience with your seed.

Here are three reasons why seed treatment quality matters so much.

1 **Seed treatments protect your customer's biggest investment**

Your customers spend a lot of time, effort and, yes, dollars selecting seed that will give them the best chance at success. The moment that incredibly valuable seed goes into the ground, it's vulnerable to insects, nematodes and diseases. When seed is treated with a less-than-premium product, protection may be compromised—resulting in poor performance. This can leave farmers with the impression that the seed itself was not up to par.

High-quality seed treatments provide the best possible protection, so that your customers can see their seed reach its genetic potential. Your customers will benefit from better performance and you'll know your products are putting their best foot forward in the field.

2 **Proven protection improves yield**

High-quality seed treatments are tested extensively and have quantifiable benefits to farmers. For example, at Corteva Agriscience, we test all of our seed treatments at our Centers for Seed Applied Technologies and on farms to ensure they deliver real-world results. With reliable protection against insects, diseases and nematodes, Corteva seed treatment products demonstrate yield advantages in a variety of environments. If a seed treatment isn't backed by large-scale testing and performance data, you have to ask: Is it really adding value for your customers?

3 **Better quality means better handling characteristics**

High-quality seed treatments are also easier to work with. Treatments that have been thoroughly tested and evaluated not only perform better after planting but will also go onto the seed with more consistency and uniformity. High-quality seed treatments should stand up to typical on-farm conditions and not go gummy at the first sign of humidity or clog up the planter. Corteva uses a six-step process to evaluate all of our seed treatment products, which includes special attention to plantability and product application. And while it may not be the most important factor in performance, farmers do enjoy an aesthetically pleasing batch of treated seed. Colorful, uniform seed gives farmers more confidence and optimism about what's in the planter and presents your product in the best light.

Whether you're treating seed at your own facility, working with a downstream partner or receiving treated seed from the source, make sure you're confident in the quality of every treatment that's applied. Because at the end of the day, those treatments protect two of the most valuable factors in a season: the seed that goes into the ground, and your reputation with farmers.

Learn more about Corteva seed treatment products at
corteva.us/products-and-solutions/seed-applied-technologies.html.

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