

Headline – A useful tool?

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Overview

- **Headline (and other fungicides) got very good market exposure from the Asian Soybean Rust scare**
- **Lots of talk of fungicides improving general yields**
- **Our project focused on wheat and soybeans (corn is hard to test)**

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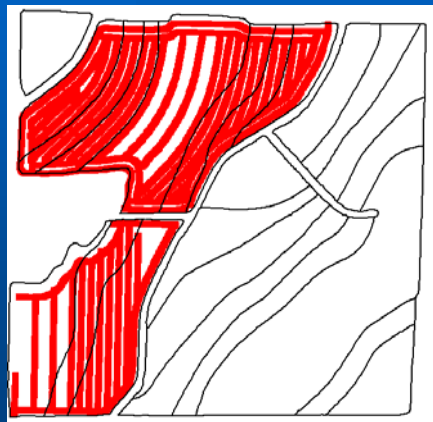
BASF Press Release – 1/10/2007

- In 2006, thousands of growers across the country made the decision to protect their crops from disease and enhance overall production with Headline® fungicide. In more than 1000 on-farm corn trials and 750 on-farm soybean trials, Headline produced consistently higher yields, positive returns on investment and even shattered world records.
- “The 2006 results are in, and they show how Headline helps growers maximize their output per acre,” said Gary Fellows, Technical Marketing Manager for corn and soybean fungicides and herbicides at BASF. “The average yield advantage of Headline-treated corn ranged from 12 to 15 bu/A, while Headline-treated soybeans trials showed a 4 to 8 bu/A advantage in 2006.”
- The question we want answered – Is this real??

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First look at wheat



- Headline applied – except in blank strips
- 2137 – fairly light powdery mildew and other disease pressure

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Results

- 3 tests with Weigh wagon
 - .9 bushel, .7 bushel, 2.8 bushel
- At the 6 oz rate
 - \$10 for product cost
 - \$4 Application
 - \$14 total
- \$4 wheat – takes 3.5 bushel to break even
- Not good...

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Area Results

Year	Wheat		Difference
	Untreated	Treated	
2004	79.9	84.9	5.0
2005	66.3	78.9	12.6
2005	78.8	85.7	6.9
2005	80.2	88.1	7.9
2006	75.8	78.6	2.8
2006	78.4	79	0.6
2006	85.2	86.1	0.9
2006	65.4	77.5	12.1
	87.1	94.1	
	Median Difference		6.0

- Why so different?

- Jagalene / Powdery Mildew Pressure

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Take home message from wheat

- At this point, we plan to only spray when disease pressure looks significant or if the variety is Jagalene
- Understand importance of “area”, multi-year data vs. looking at your farm

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Soybeans

- 2006 Tests
 - Same as wheat, several strips 0-1 bushel in 2006
 - Once again not economical – need 2-3 bushel of beans to justify

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Soybean Area results

Soybeans			
Year	Untreated	Treated	Difference
2005	71.4	75.6	4.2
2005	75.4	78.6	3.2
2005	74.6	79.1	4.5
2005	69.5	72.8	3.3
2005	71.4	75.3	3.9
2005	60.6	66.7	6.1
	70.5	74.7	4.2

- Like wheat, last year showed much different results
- However – 2 year average 2.5 bushel or so, is still borderline profitable

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Soybeans

- Key note
 - Issue with Greenstar monitor and “green” beans from Headline

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Soybeans

- **Key note**
 - Issue with Greenstar monitor and “green” beans from Headline
- **In Conclusion – Much less aggressive with Headline in soybeans at this point as compared to wheat – possibly more testing.**

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Corn –

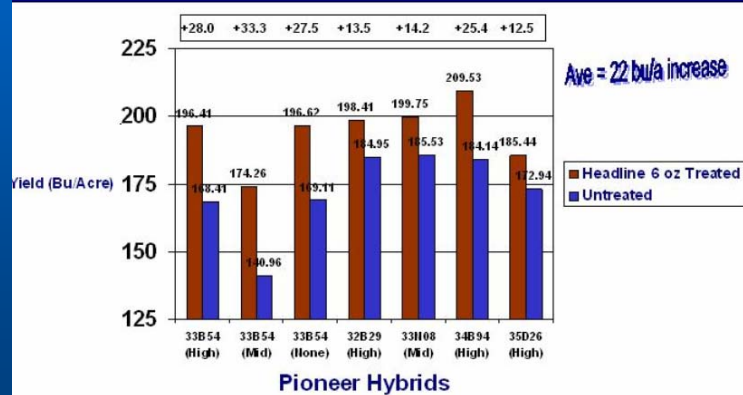
- **No direct data – hard to test**
 - Air application
- **Some split-sprayed fields, yield talk of 15-30 bushel!!**

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Corn – Maybe it was big in 06?

Pioneer Corn Trials Sublette, Kansas



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Back to BASF...

- “The average yield advantage of Headline-treated corn ranged from 12 to 15 bu/A, while Headline-treated soybeans trials showed a 4 to 8 bu/A advantage in 2006.”
- Our Corn Strategy... Most up in the air at this point
 - High corn prices, and some very good, non-local, non Side-by-Side tests make it very tempting to treat a fair amount of corn

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In Summary

- Importance in on-farm research of more than your farms data for one year.
- “Making a decision with incomplete information”
- Different crops – Difference strategies

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