



FOR IMMEDIATE RELEASE:

Seed-Applied Nutrient Approved for Wheat, Oats, Barley and Corn

- Liquid formulation improves flexibility and treatment options -

January 27, 2012 – Dorchester, Ontario – The Canadian Food Inspection Agency (CFIA) has approved a new, liquid formulation, nutrient seed treatment for use on wheat, oats, barley and corn. **Awaken ST** is manufactured by Loveland Products and available from UAP Canada Inc., as part of its Nutritionals portfolio of products. **Awaken ST** is a patented, seed-applied nutrient, with a micronutrient package including 5% zinc plus boron, copper, iron, manganese and molybdenum.

“**Awaken ST** puts nutrients where a germinating plant needs them – on the seed,” says Eric Gregory, product manager with UAP Canada Inc., based in Oak Bluff, Manitoba. “It’s a unique, nutrient-based product that helps develop a larger, more extensive root system, quicker emergence, greater plant biomass and improved plant health and vigour. All of this supports the goals of progressive growers in pursuit of maximum yield and return on their crop inputs investment.”

Unlike other registered seed-applied nutrients, **Awaken ST** comes in an easy flowing liquid formulation that can be applied using traditional seed treating equipment. According to Loveland Canada general manager, Jeff Crampton, “**Awaken ST** can be applied on its own, blended or applied sequentially with traditional chemical-based fungicide or insecticide seed treatments.”

Research on **Awaken ST** from North Dakota State University has demonstrated a significant increase in plant emergence and an 8 percent-plus yield increase when compared to untreated seed.¹

About UAP Canada

Founded in 1978, United Agri Products (UAP) is the largest distributor of agricultural and non-crop inputs in Canada and the United States and is an emerging developer of their own proprietary innovative new technologies. UAP is helping growers meet the challenges of higher crop yields and healthier production practices by offering a comprehensive line of proven crop protection products, including plant nutrients, herbicides, fungicides, insecticides and specialty products. These products are available to Canadian growers through national and regional dealers. UAP Canada is headquartered in Dorchester, Ontario, with regional offices in Oak Bluff, Manitoba and Langley, British Columbia and reps in every corner of the country.

About Loveland Products

Loveland Products offers a complete line of high performance inputs including seed treatments, plant nutrition, fertilizer, adjuvant and crop protection products. The company works to bring new and unique chemistries to the marketplace to provide innovative solutions to agricultural and professional non-crop (including turf and ornamental, pest control operations, forestry and vegetation management) industries.

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Always read and follow label directions.

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1 Dr. Joel Ranson, North Dakota State University, 2009