



FOR IMMEDIATE RELEASE:

Establish™ and So-Fast® Inoculants Registered for Peas and Lentils *Groundbreaking technology raises the bar for inoculants*

December 18, 2012 – Dorchester, Ontario – Pea and lentil growers now have access to three superior inoculants to boost their yield potential with the recent Canadian Food Inspection Agency (CFIA) approval of **Establish™ granular** (pea), **Establish liquid** (pea and lentil) and **So-Fast®** peat (pea and lentil).

“We’re excited to give growers access to new inoculants that have the potential to take their pea and lentil yields to the next level,” says Chris Di Ubaldo, Assistant Product Manager with UAP Canada Inc., distributor of the inoculants that are manufactured by Loveland Products Canada Inc.

Both **Establish** products feature unique technologies that use multiple modes of action to enhance a plant’s nutritional capabilities for maximum crop performance. While most inoculants are single-action (nitrogen only), **Establish** combines an elite nitrogen inoculant along with groundbreaking LCO (*lipochitooligosaccharide*) Promoter Technology® in the granular formulation and Plant Signal Technology (*flavonoids*) in the liquid formulation.

“In both technologies, unique molecules drive communication between the plant and the inoculant for a healthy start regardless of soil conditions,” explains Jeff Crampton, General Manager for Loveland Products Canada, adding that seeding conditions in western Canada are often tough on nodulation and nitrogen fixation. With **Establish**, the result is an earlier, longer-lasting nodulation period, increased nitrogen fixation, and enhanced root and shoot development for improved nutrient and water uptake. “Growers will get bigger nodules and more of them, resulting in better yields,” he says.

This yield boost was demonstrated in 14 trials in western Canada during 2012 where, on average, **Establish** granular out-yielded the current market share leader – Nodulator® XL – by 1.3 bu/ac on peas.

UAP and Loveland Products Canada have also launched a third inoculant – **So-Fast** sterile peat.

“It is a superior single-action inoculant boasting the highest-yielding strain of rhizobia for pea and lentil on the market,” says Di Ubaldo. “When a single-action inoculant is all that is needed, So-Fast is the best choice.”

So-Fast contains a naturally occurring bacteria that fixes nitrogen from the air making it available for the plant to use. According to Crampton, the product is best used when nitrogen is required, but when phosphate levels are high and full starter phosphate levels are still used.

Because **So-Fast** peat has its own sticker in the formulation, additional stickers are not

required.

About Loveland

Loveland Products is the proprietary organization within the CPS Retail/UAP Wholesale group offering a complete line of high performance, high quality crop and non-crop input products. Loveland's complete portfolio includes proprietary adjuvants, plant nutrition, seed treatment, and crop protection products. With the implementation of a differentiation strategy in which Loveland uses new or proprietary technology to enhance and improve current off-patent chemistries, Loveland offers new, innovative solutions to help solve many grower's production problems.

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.

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Always read and follow label directions.

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