

# Cruiser Maxx® Cereals comes back to the farm

**Cruiser Maxx® Cereals has a new, ready-to-apply formulation that combines the insect and disease fighting power you trust with the convenience of on-farm application.**

Cruiser Maxx Cereals offers growers power and convenience all in one package. This new formulation delivers the wireworm suppression and broad-spectrum disease protection of commercially applied Cruiser Maxx Cereals, but in a convenient RTA® pre-mix format that can be used on the farm.

Count on Cruiser Maxx Cereals to deliver:

- systemic protection from wireworm
- broad-spectrum, systemic disease protection against major early-season cereal diseases
- consistent performance under a wide range of growing conditions
- higher yields and better quality

## The Vigor Trigger®

Over 10 years of in-house and independent research conducted in labs and fields around the world has shown that thiamethoxam, the insecticidal active ingredient in Cruiser Maxx Cereals, provides a distinct vigor effect. We call it the Vigor Trigger®.

How does it work? The research shows that thiamethoxam helps plants increase production of the functional proteins they need to tolerate stress. In other words, thiamethoxam helps plants cope better under stressful conditions such as:

- drought
- frost
- low pH
- high salinity
- heat
- wounding from pests and weather

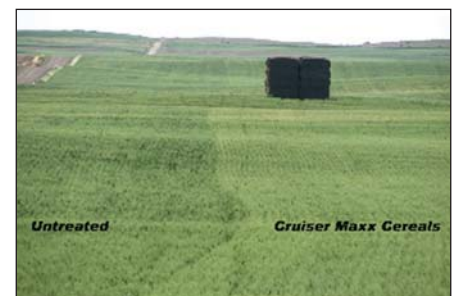
This improved ability to cope with stress results in healthier crops with:

- faster emergence
- stronger plant stands
- increased root mass
- better weed competition
- higher yield and quality

This vigor effect is evident even when disease or insect pressure is below economic thresholds in the field. It means that when growers use Cruiser Maxx Cereals, they'll see stronger, healthier, more vigorous crops and higher yields.



Cruiser Maxx Cereals provides stronger emergence, even under stressful conditions.



Cruiser Maxx Cereals results in crops with stronger stands, better weed competition and higher yields.

## SEED TREATMENT



### Wireworm protection you can trust

Wireworms are very persistent: the larvae can live from two to six years in the soil, feeding on cereal roots and seed. The physical symptoms are often mistaken for stress, poor seed quality, disease or seeding too deep. If you see any of these symptoms, it's important to do some digging to see if wireworms are present in your field.

The only way to protect against wireworm is with a dual-purpose seed treatment that includes an insecticide along with a good fungicide package.

Thiamethoxam, the insecticide in Cruiser Maxx Cereals pre-mix, effectively suppresses wireworm activity. Because it's systemic, it moves into the seed, roots and shoot to protect the whole plant as it grows. It's systemic in the insect, as well. As soon as a wireworm comes into contact with or ingests the treatment, it stops feeding and the plant is protected.

### Treatment choice with Cruiser Maxx Cereals pre-mix

New Cruiser Maxx Cereals can be applied commercially or on the farm. If you have light to moderate wireworm pressure, Cruiser Maxx Cereals on-farm pre-mix is the right choice. If your wireworm pressure is moderate to severe, choose commercial treatment, which can be topped up with a higher dose of thiamethoxam for better insect protection.

A variety of on-farm treating equipment, including the G-3 and USC treaters, are suitable for Cruiser Maxx Cereals pre-mix.

### Performance backed by people

Cruiser Maxx Cereals is backed by Syngenta's team of experts. With over 30 territory managers across Western Canada, six seed care specialists and a dedicated team of field biologists, technical advisors, crop managers and more, we can answer all your questions, provide you with relevant research data and give you the support you need to get the most out of your seed treatment product choices.

Cruiser Maxx Cereals is also available as a commercially applied seed treatment at facilities that have trained Syngenta Seed Care™ Professionals on staff. For the best in seed treatment knowledge and application practices, always look for the Syngenta Seed Care Professional logo.

And don't forget that Cruiser Maxx Cereals is also eligible for many Syngenta offers, including the Partner Program™, our 3-Year Equipment Upgrade Program, the Premium Power Pack Grower Offer, and more. Talk to your Syngenta Seed Care Specialist to learn how.



Cruiser Maxx Cereals provides effective protection against wireworms.



USC treater



G-3 applicator

For further information, please contact our Customer Resource Centre at 1-877-SYNGENTA (1-877-964-3682) or visit [SyngentaFarm.ca](http://SyngentaFarm.ca).

Always read and follow label directions. © CRUISER MAXX, VIGOR TRIGGER and the Syngenta word mark are trademarks of a Syngenta Group Company. ™ PARTNER PROGRAM, and the SEED CARE are trademarks of a Syngenta Group Company. © 2010 Syngenta Crop Protection Canada, Inc.