

Burrus Buzz

Delivering more than just seed!

11/24/2015



SuperFLOWSM now available at Burrus

superFLOWSM

Now available from Burrus, lubricate your planter units and reduce dust off of seed treatments

A pail lubricates 250 units of seed corn or soybeans

This product is manufactured by Bayer and marketed by Burrus

Order yours when you place your order for seed from your local Burrus/Hughes dealer or Account Manager

Benefits of SuperFlow Fluency powder

Easy to use replacement for talc, graphite, or talc/graphite seed lubricants

Can be used with all makes and models of planters

No impact on planting accuracy

Reduced risk of potential exposure to non-target insects

Protects the future use of Poncho[®] seed applied insecticide

In 2013, the Pollinator Partnership formed the Corn Dust Research Consortium to fund, oversee and advise research projects that further the understanding of best management practices for mitigating seed treatment exposure to honey bees during planting. Jeff Daniel of DuPont stated "The facilities will develop recipes that further reduce dust-off by keeping treatment on the seed." Bayer CropScience is focused on minimizing dust. The fluency powder is a seed lubricant for corn and soybeans that replaces talc, graphite or a combination of talc/graphite-blended seed lubricants. Poncho 500 VOTIVO virtually eliminated replanting of seed corn from blackcut worm or wireworm. The use of SuperFlow reduces dust off and can protect our long term use of this valuable seed treatment.

Talc, graphite and talc/graphite combination products reduce seed-to-seed friction and improve uniformity of planting.

What is SuperFlow Fluency Agent?

It is a Polyethylene wax lubricant replacement for talc and graphite

One container treats 250 seed units of corn and/or soybean

Used with all makes and models of planters

Non-abrasive white powder

Low use rate – it must be used at the right rate

Packaging - Small plastic pail, that contains an 1/8 cup scoop included in each pail. There is an alert on the lid to draw attention to the correct application rate.

Lubricant	Recommended Rate per unit of seed (80,000 kernels)	Recommended Rate (mL) per unit of seed (80,000 kernels)
Fluency Agent		31 mL
John Deere Talc	1/3 cup (minimum rate) 1 cup (maximum rate)	83 mL (minimum rate) 250 mL (maximum rate)
Graphite Powder	1-3 tablespoons	15-45 mL
eFlow (graphite/talc blend)	1/4 cup	63 mL

Laboratory testing (Grams total dust / 100k seed)

90% reduction in total dust with Fluency Agent vs. talc

65% reduction in active ingredient with Fluency Agent vs. talc

Field testing (Confirm performance of Fluency Agent as a planter lubricant under Commercial Use Conditions)

No difference in plantability between different types of planters

No build up in planting equipment

Less dust in bottom of planter boxes

Stirring is recommended

IMPORTANT: Mix the SuperFlow powder thoroughly into the seed

When filling large central fill seed hoppers, add the fluency agent to seed as it is filling the hopper to assure even distribution

Bayer Fluency Agent Grower Survey Results

90% of respondents rated Bayer Fluency Agent equal to or better than their current lubricant (talc, graphite or talc/graphite blend)

75% had noticeably less dust

29% noted cleaner equipment

22% noted better seed flow

39% liked the lower use rate

94% said that buildup on their planter plates or discs was equal to or less than their current lubricant

99% noted that differences in the condition of their planter mechanism such as wear on disc/plate, etc. was equal to or better than their current lubricant

92% of users said that planter cleanup was equal to or easier than with their current lubricant

47% said that Bayer Fluency Agent was easier to clean out of the hopper box



REDUCE DUST OFF.

(AND SAVE *a BEE* WHILE YOU'RE *at IT.*)

BACKGROUND

Industry initiatives have been taken to mitigate seed treatment exposure to honey bees during planting. Bayer CropScience is focused on minimizing dust. The fluency powder is a seed lubricant for corn and soybeans that replaces talc, graphite, or talc-graphite seed lubricants. SuperFlow use reduces dust off and protects the long-term use of Poncho 500 VOTIVO seed treatment.

SUPERFLOW IS AN EASY-TO-USE REPLACEMENT FOR TALC, GRAPHITE, OR TALC-GRAPHITE SEED LUBRICANTS.

- Effortlessly works with all makes and models of planters.
- Planting accuracy remains true.
- Potential exposure to non-target insects is reduced dramatically.
- Poncho® seed applied insecticide is protected for future use.
- Each container treats 250 units of seed corn or soybeans.

Marketed by Burrus and manufactured by Bayer, you can get your supply of SuperFlow when placing a seed order with your local Burrus/Hughes dealer or Account Manager.

superFLOWSM

**LUBRICATE PLANTER UNITS,
REDUCE DUST OFF *of* SEED TREATMENTS.**

NOW AVAILABLE FROM BURRUS.