



HERE YOU GROW.

Introducing the At-Plant Approach.

They say preparation for planting begins the day harvest ends. But does your preparation focus on getting to the first day of planting? Or, instead, do you plan for a full season of success? If you choose the latter, keep reading. We're sparking a revolution with growers who know a successful season starts with proactive, big-picture decisions.



WHAT IS AT-PLANT?

The At-Plant approach aims to bring growers and retailers the structure, tools and insights they need to build a cohesive input management plan. It leverages timing with the seed, technology and inputs available to help minimize every pass across the field. This collaborative effort is delivered by leaders across the industry: equipment, seed, crop protection and crop nutrition. Together, we share one common goal: **maximized potential from every acre.**

WHY NOW?

- Maximizing the productivity of each seedling helps protect your investment.
- Seed traits and treatments have limits.
- Efficiencies are increasingly important. An At-Plant approach helps reduce the number of mid-season treatments and passes, saving time, labor and logistical stress.
- Precision agriculture and equipment advances in recent years have given growers the ability to employ an At-Plant approach with their existing equipment.

WHAT'S YOUR AT-PLANT PLAN?

Get started today by visiting [ATPLANTSTRATEGIES.COM](https://atplantstrategies.com) to build your approach for next season.



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HELP IMPROVE YIELDS FROM THE START