

**Discover**



**AMERICA'S**  
*Alfalpa*

A graphic element at the bottom right of the page, consisting of a stylized, multi-colored shape (red, blue, green) that resembles a stylized 'A' or a similar symbol, positioned below the word "Alfalpa".

®

# America's Alfalfa makes a stand...



Competitor

+Z Variety

...with the introduction of **NEW**  
alfalfa varieties.

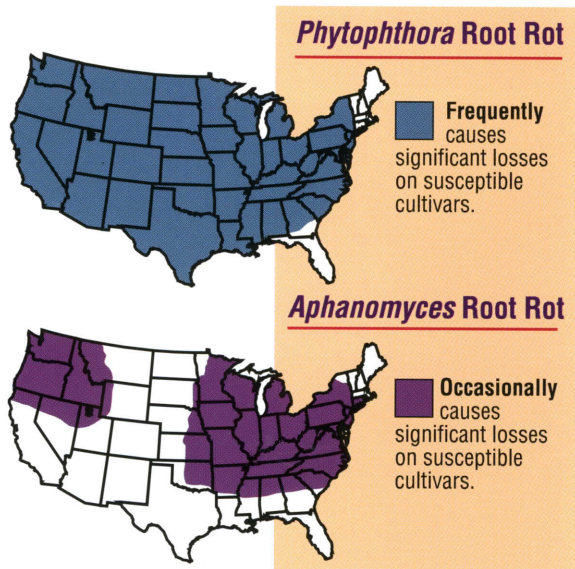


*New +Z varieties with high levels of **seedling resistance** produce powerful results for alfalfa growers including: thick and healthy stands, better winterhardiness, longer stand life, and higher yield potential.*

# The unique

## Exceptional seedling resistance

**+Z** alfalfa varieties feature exceptionally high levels of **seedling resistance** to *Phytophthora* and *Aphanomyces*. *Phytophthora* and *Aphanomyces* kill both seedlings and established plants resulting in severe stand and yield losses. These diseases can develop 2 to 3 days after irrigation or a soaking rain.



## +Z varieties make better stands

Until now, alfalfa varieties with high levels of genetic **seedling resistance** were not available. Apron® or Ridomil® fungicide treatments provided most of the disease protection during establishment. Now, varieties developed using our exclusive **+Z** screening technique provide alfalfa growers with additional genetic seedling protection ... protection that complements the performance of fungicide treatment during establishment and extends throughout the life of the stand.

Both varieties shown in the photo were seeded at the same rate, received identical fungicide treatments and encountered the same weather conditions. The difference ... **+Z seedling resistance**.



TM

# Seedlin

# Power of



## The secret behind +Z varieties

This is where the power of +Z comes in. Adapting a technique developed at the University of Wisconsin, our research department exclusively identifies and produces lethal forms of fungi used to inoculate millions of alfalfa seedlings just 2 to 3 days after emergence. The highly mobile fungi used in this inoculation process are chemically programmed to attack alfalfa roots, thus exposing the susceptible seedlings to virulent forms of *Phytophthora* and *Aphanomyces*.

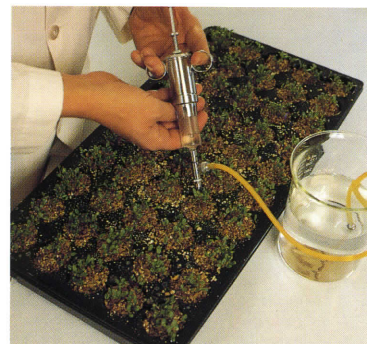


Screening potential parent stock with these exclusive fungi ensures our +Z varieties possess high levels of genetic **seedling**

**resistance** to *Phytophthora* and *Aphanomyces*. The survivors of this inoculation process are further tested for yield, winterhardiness, quality and additional disease and insect resistance. The few hundred that survive this intense selection process, and meet our other high standards, become the parent stock for new +Z varieties.

## +Z makes a difference

We've told you how well our new +Z varieties perform, but we wanted to take it a step further.



*Dr. Brummer inoculates alfalfa seedlings.*

So, we compared our new +Z varieties to the competition. Dr. Jessica Brummer, plant pathologist, conducted our test comparisons. Each variety was seeded at the same rate, on the same day, and was inoculated 2 days after emergence with the same quantity of *Phytophthora* and *Aphanomyces* fungi. Sixteen days after inoculation, we photographed the differences. The results were astounding.

***But, don't just take our word for it. See for yourself.***

# resistance

