

SEEING IS BELIEVING

Even skeptical growers are quickly being won over after experiencing vigorous root growth, crop resilience and higher yields with Radiate®

When Tim Talbert, Crop Production Services (CPS) farm center manager in Sheldon, Ill., witnessed Radiate's debut on his grower's fields, his skepticism changed to awe.

"Man, it worked. It really did," Talbert says. "Right to the application line, you could see it. There were 3 to 5 bushels more soybeans per acre."

Over four seasons, Talbert has seen consistent results with Radiate, even in their wet, heavy soil conditions. "That made a believer out of us," he says. "It's not a one-hit wonder that only works when the plant is under stress. We try to put it with our most pessimistic people. Once the neighbors start talking about it, others want to try it."

He's not alone. Early-season vigor, reduced plant stress and dynamic rooting is the signature difference that growers across the county attribute to Radiate season after season. Broadly labeled for use on over 50 crops and soil types, Radiate is a patented formulation of two proven growth regulators: Indole-3-butyric acid (IBA) and Kinetin. At just 2 oz. per acre, Radiate is easily tank-mixed with multiple, commonly used products, giving it a broad application window with no extra trips across the field.

Radiate's return on investment is so high that during low commodity prices last year, "Radiate was the one input growers didn't cut," Talbert notes.

Crop consultant Jason Barlow, Owensboro, Ky., consistently sees Radiate's synergistic effect with other products, such as nutritionals, which enhances their positive effects. "That's when you really get a home run," he says. "For example, Radiate helps corn and wheat metabolize herbicides so they don't stunt the crop. It's almost like giving the corn steroids, and it also really helps wheat come out of dormancy."

Waterville, Kan.-based dealer Jared Meier, who works with soybean and corn growers, notes that the additional root hairs with Radiate "last longer on the plant and work longer for you," he says. "Great crops always start with a healthy and robust root system. It's consistent, too. You don't cross your fingers and just hope it happens."

In corn, this bigger, better root system shows up on his growers' yield maps. "The feedback at harvest is that it helps the corn get through a stressful time. It can help in either drought or wet," Meier says. "You see a noticeable difference."



"I strongly recommend Radiate on wheat early," says Ross Montgomery, sales agronomist in Superior, Neb. His wheat treated with 2 oz. of Radiate coming out of dormancy (right) yielded 5.8 more bushels per acre than untreated (left) in spring 2016.

Scott Butler, location manager with CPS in Orangeburg, S.C., works with many regional growers who are enjoying consistent results with Radiate across a variety of crops. "In soybeans, there are more pods per plant. We also see the same thing in peanuts," he says. "In cotton, I've actually seen the product cause the cotton plant to put fruit where it had lost a position. That's unheard of."

At first, the product sounded "too good to be true," Butler says. "But it's earned its way on to the field."

Butler's customer Parker Coulliette, in Summerton, S.C., says Radiate made such a difference on his no-till cotton and peanuts in his 2016 trials – especially in drought conditions – that he plans to expand his usage as well as try it on corn next season. "In cotton, we had every boll completely mature and open from the bottom to top, something that is typically very hard to do," he says. "I averaged 300 to 400 lb. more cotton per acre than the untreated, and the yield difference in our peanuts was night and day. Radiate is the only thing I can attribute that to."

On cotton, corn and soybeans in the South Delta region, "Radiate is an important tool that we take seriously around here," stresses Louisiana CPS dealer Robbie Scarborough, Jr., whose customers report returns on investment as high as 500% in soybeans and cotton. "What growers like most about Radiate is that it offsets the stresses caused by weather, and it promotes a vigorous response after various applications."

But by far, "the biggest testament is that no one who has ever used Radiate has quit using it," he says. "That speaks volumes."

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Radiate is not registered for sale or use in California.
Results may vary depending upon soil, climate and other conditions.