

We're listening

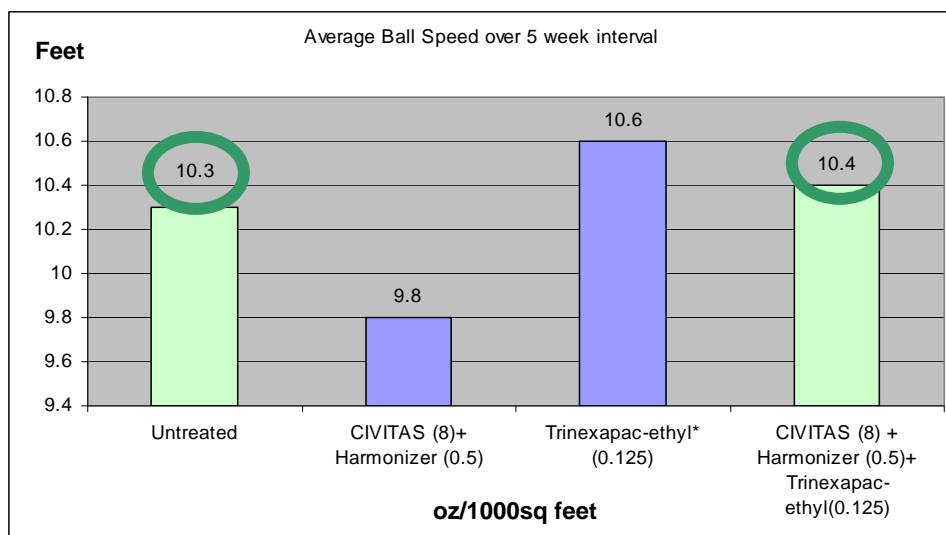
We have heard you tell us you like predictable ball speeds on your greens. We want you to understand how CIVITAS affects your maintenance practices so you can deliver the results you desire. Since CIVITAS turns on the natural defenses of the turf to fend off disease by producing anti-fungal proteins within the turf that exhibit multi-site attacks upon fungi, it is natural for the plant to experience increased growth upon application.

Here's some proof that a consistent ball speed can be maintained while using CIVITAS in your maintenance program with consistent applications.

Ball Speed Trials – Cornell University

Tests conducted on creeping bentgrass/annual bluegrass greens at Cornell University evaluated CIVITAS and Trinexapac-ethyl* effect on ball roll distance and putting green performance from June 7 to July 5, 2010. Trials continue and additional data will be made available.

Ball roll distances were determined weekly prior to application of treatments. The initial treatments were made Monday, June 7. Subsequent treatments were made every Monday following data collection. The data shown was averaged across all dates up to July 5.



* Trinexapac-ethyl: CAS No. 95266-40-30, ai.11.3%

There was a slight reduction in ball roll immediately following the application of CIVITAS. The turf clippings data confirmed the reason for this effect: indeed *CIVITAS was enhancing the overall health of the turf*. The addition of a small amount of growth regulator restores the ball speed and you can experience the ball speed you desire, and an overall healthier green.

Conclusion

For enhanced turf health and predictable ball speed, apply **CIVITAS with standard label rates of plant growth regulators** as part of your regular turf maintenance.

CIVITAS Overview

CIVITAS fungicide is unlike any other chemical fungicide you've ever used. It will change the way you control fungus for a variety of grasses, including rye, bent grass and poa. CIVITAS is not a chemical fungicide. It's a plant defense activator. CIVITAS works by turning on the natural defenses of the plant to resist fungus attack. Technically speaking, its synthetic isoparaffin-based formulation triggers Induced Systemic Resistance (ISR) in the grass to defend against fungus attack. Since the fungus can't gain a foothold on the grass, it dies off. CIVITAS promotes plant health without any resistance issues.