

Email Targeting

Your email message at the fingertips of the right buyers

Demographically-identified lists are developed from Penton's extensive agriculture database. The very same database that serves our various market-leading agriculture publications, sites, events, and newsletters.

- Target by production, sizes, geography, specialty crops, irrigation, and more.
- Performance measurements available five days following deployment.
- Report includes delivery, opens and click through metrics.
- Current opt-in deployment counts are available upon request.
- Orders and materials due one week prior to deployment date. Schedule deployment dates through mary.fox@penton.com.

PREVENT POWDERY MILDEW IN YOUR WINE GRAPES

Powdery mildew is one of the most common diseases found in California vineyards. According to the [Bayer CropScience](#) website, Powdery mildew occurs in all developing regions of California, and wine grape growers suffer more than losses to Powdery mildew than any other disease from [Bayer CropScience](#).

Spreading early in the season, Powdery mildew infections can cause sunburn, scorching and splitting of wine grapes as well as an increased risk of other grape diseases such as Botrytis. These threats to full quality make early-season disease control imperative for protecting your yield. Along with proactive, pre-entire treatment, establishing an integrated disease management program is also an essential tool for managing the risk of fungicide resistance.

[Luna fungicides](#) from Bayer CropScience offer an innovative preventive strategy to use as either a protectant against grape diseases in U.S. vineyards. Luna fungicides offer Luna Tranquility fungicides have delivered outstanding efficacy against wine grape growers' most economically diseases, including Powdery mildew and Botrytis.

[Learn more about how Luna fungicides can help control](#)

NO SKIPS, NO DOUBLES. EVEN AT 10.5 MPH.

Let's face it, doublets make you chase, you could have a question on speed but not both. The Tempo High Speed Planter changes that forever. When at 10.5 mph, spacing and seed-to-soil contact are excellent. The result is crops that mature more evenly and yield to their full potential.

POSITIVE AIR PRESSURE MAKES THE DIFFERENCE

Unlike a vacuum system, our positive air pressure system maintains control of the seed as it moves down the seed tube. This takes gravity out of the equation, ensuring accuracy at higher speeds.

WIRELESS CONTROL AT YOUR FINGERTIPS

Tempo's setup, calibration and monitoring of seed delivery and placement are controlled by the E-Control, an innovative iPad-based wireless control system. The E-Control comes loaded with an app featuring large, easy-to-use graphics that

30% of US cattle placed on feed are affected by respiratory diseases.

9% Cattle 700lbs or more
21% Cattle less than 700lbs

Through appropriate nutrition, you can enhance performance, reduce cost of gain (COG) and feed conversion, minimize losses and number of pulls to ultimately minimize treatment costs.

Alltech HEALTH MANAGEMENT

Alltech can help you improve cattle health status and performance in the most critical phase at your feedlot. The ALLTECH CATTLE HEALTH MANAGEMENT program supports natural defenses and increased nutrient adoption. With thousands of animals evaluated

USA - APRIL 2011

ELITE GENETICS PROTECTED BY THE LATEST TECHNOLOGIES

We co-developed the world's first 6t corn in 1988 and remain committed to developing elite genetics and advanced technologies. Mycogen Seeds will be the first national seed company to showcase corn hybrids with the Enlist-trait. Our portfolio includes technologies that provide:

- Exceptional weed control as part of the Enlist Weed Control System **Enlist**
- Two insect trait options:
 - Unmatched above- and below-ground insect control with SmartStax® technology **SmartStax**
 - Broad-spectrum above-ground insect control with the new POWERCORE™ trait technology **POWERCORE**
- A single-bag refuge management solution, Refuge Advanced® **REFUGE**

*For more information please contact your Penton Agriculture Account Manager.