



2024

***SUCCESS IS
AGRICULTURE
REINVENTED.***

It's progressive and
forward-thinking.

It's Hefty® Naturals.

PAGE	BRAND	CATEGORY	RATE	PRODUCT COMPONENTS AND BENEFITS
8	Nutri-Shield	Talc Additive	Container Treats 50 Units Corn or 80 Units Soybeans	Dry Heat Shield and Nutri-Cycle bonded to talc. Designed to allow these products to be applied to seed for growers that don't have in-furrow capabilities.
10	Cereal NS+	Talc Additive	Container Treats 240 Acres Wheat	Nutri-Cycle and Heat Shield bonded to talc specifically for use in cereal grain crops. Higher talc percentage provides proper coverage on smaller seeds.
11	Maxx NS Corn	Talc Additive	Container Treats 50 Units Corn	Nutri-Cycle, Heat Shield, a carbon technology, Zinc, Iron, and Manganese all in an 80/20 talc/graphite box ready to use for corn.
12	Alpha Complete	In-Furrow Box	Container Treats 40 Acres	5 Naturals products in one box: Micro-Cycle, Nutex EDA, Boost 10, Water-Rite, and Bio-Prep. For use in a wide array of crops. Pack was created to simplify using Hefty Naturals in-furrow.
14	Micro-Cycle	Biology	Container Treats 40 Acres	6 nutrient solubilizers that target K, S, P, and Silica. Breaks down unavailable minerals into nutrient form for easier plant uptake.
16	Nutri-Cycle	Biology	Container Treats 40 Acres	Standard component of Hefty Complete Seed Treatment. A diverse combination of 26 nutrient-solubilizing bacteria that aid in nutrient availability.
17	Heat Shield	Biology	4 oz. Treats: 40 Acres In-Furrow 40 Acres Broadcast 80 Acres On Seed	Standard component of Hefty Complete Seed Treatment. 6 strains of microbial endophytes. Helps with P availability, as well as heat, cold, and salt stress. One 4 oz. bottle covers 40 acres, or 80 acres as a seed treatment.
18	N-Hydro	Biology	Container Treats 40 Acres	4 Nitrogen-fixing bacterial strains that capture Nitrogen from the air and convert it to plant-available Nitrogen.
19	ROOTastic	Inoculant	1.5 fl oz. per cwt 15 fl oz. per Acre	Industry's highest rhizobia bacteria count soybean inoculant. Bacteria colonize on roots, creating nodules that produce Nitrogen for the plant.
20	MegaGro	Plant Growth Hormone	2 oz. per Acre	Only patented glyphosate safener. Plant growth hormone package that contains kinetin and IBA to aid in plant growth during season.
22	WeatherKing	Bio-Stimulant	2 oz. per Acre	Assists the plant during stress events. For use on many crops. 28 days between sequential applications.
23	AMASS	Plant Growth Hormone	16 oz. per Acre	Kinetin, GABA, and Choline Chloride. For post-emerge broadcast applications in a wide array of crops. Aids in reproductive efficiencies.
24	Nutex EDA	Organic Acid	6-8 oz. per Acre	Chelated Zinc with patented transporting agent. Helps move nutrients from root zone to individual plant cells. Great addition to fungicides and micronutrients to assist in getting them into plant tissues.
26	Reverb	Organic Acid	32 oz. per Acre	Chelated Manganese product that also has complexing abilities for fertilizer. Place in-furrow when O.M. under 2.5% or in all sidedress N applications.
27	ExtraCate	Organic Acid	20 oz. per Acre	Organic acid complex that targets nutrients tied up in soil profile. Used where nutrients are high on soil test but not represented on tissue samples. In-furrow or 2X2 in corn.
28	NutriCharge	Polymer	3.2 oz. per Acre	Patented technology that enhances the efficiency of existing Phosphorus fertilizer programs by reducing soil fixation, making applied Phosphorus available to the plant.
29	Boost 10	Amino Acid	8-10 oz. per Acre	Amino acid package that directly aids photosynthesis process. Also assists plant in sugar storage and usage. Can be applied on a wide array of crops.
30	Photo-N	Amino Acid	16 oz. per Acre	Unique amino acid that aids in Nitrogen uptake and efficiency. Can be mixed with herbicides and fungicides.
31	N-Tercept	Manure Digester	Varies	Manure management product for manure in containment. Liquefies manure, reduces flies, and reduces smell. Captures nutrients in liquid to minimize volatility.
32	D-Comp	Residue Digester	32 oz. per Acre	70 strains of microbes that assist with residue breakdown and nutrient cycling. Competes against 'Nitrogen-producing naturals' by improving N, P, and K availability.
34	Water-Rite	Water Additive	8 oz. per 100 gal water	Chelating agent that neutralizes hard water minerals, lowers pH, and protects natural microbes. Use every time spray applications are made.
35	Bio-Prep	Water Additive	2 oz. per 100 gal water	Chlorine neutralizer. Takes Chlorine from treated water and converts to Chloride. Product must be used if biology is incorporated in a treated water source.

APPLICATION TIMING

IN-FURROW	PLANTER BOX ADDITIVE	SEED APPLIED	EARLY POST	LATE POST	EARLY REPRODUCTIVE	LATE REPRODUCTIVE	END OF SEASON	OTHER
	Nutri-Shield							
	Cereal NS+							
	Maxx NS Corn							
Alpha Complete								
Micro-Cycle			Micro-Cycle	Micro-Cycle				
Nutri-Cycle		Nutri-Cycle	Nutri-Cycle	Nutri-Cycle				
Heat Shield		Heat Shield	Heat Shield	Heat Shield	Heat Shield	Heat Shield		
N-Hydro			N-Hydro	N-Hydro	N-Hydro			
ROOTastic		ROOTastic						
MegaGro			MegaGro	MegaGro				
			WeatherKing	WeatherKing	WeatherKing	WeatherKing		
				AMASS	AMASS			
Nutex EDA			Nutex EDA	Nutex EDA	Nutex EDA	Nutex EDA		
Reverb			Reverb	Reverb	Reverb	Reverb		
ExtraCate								
NutriCharge			NutriCharge	NutriCharge	NutriCharge			
Boost 10		Boost 10	Boost 10	Boost 10	Boost 10			
			Photo-N	Photo-N	Photo-N			
								N-Tercept
D-Comp			D-Comp	D-Comp			D-Comp	D-Comp
Water-Rite		Water-Rite	Water-Rite	Water-Rite	Water-Rite	Water-Rite	Water-Rite	
Bio-Prep		Bio-Prep	Bio-Prep	Bio-Prep	Bio-Prep	Bio-Prep	Bio-Prep	

YIELD RESULTS PROVE



Hefty Complete Corn Seed Treatment is our proprietary blend of fungicides, insecticide, and Hefty Naturals containing over 37 active ingredients proven to increase your net income.

ETHABOXAM FUNGICIDE

An exciting new active ingredient that is producing significantly enhanced control of pythium and other diseases. Pythium is often corn's number one enemy in cold, wet soils. On average, we are seeing a 9-bushel advantage in corn with ethaboxam.

REMAINING COMPONENTS

are a proprietary blend of more than 26 biologicals. Depending on your soil conditions, this combination can help you in a number of ways. We have seen higher levels of N, P, & K in plants, as well as better plant health through challenging environmental conditions. Our data is showing this boosts yield by 10+ bushels.

INSECTICIDE

Protects the seed and seedling from early season insect pressure such as seed corn beetles, seed corn maggots, and wireworms to help give your plant a strong start to the season.

FOUNDATIONAL FUNGICIDES

In addition to ethaboxam, Hefty Complete includes another fungicidal package with a track record of success protecting seedlings from soil and seedborne diseases such as pythium, fusarium, and rhizoctonia.

HEAT SHIELD

Heat Shield contains 6 beneficial fungi. Heat Shield lives inside plants, changing the plant's water balance and increasing tolerance to heat, cold, and salt.

HEFTY COMPLETE

COMPETITOR

VISIT HEFTYSEED.COM TO LEARN MORE ABOUT HEFTY COMPLETE



FASTER EMERGENCE

ADVANTAGES OF HEFTY COMPLETE CORN



FASTER EMERGENCE

The longer your crop has to grow and mature after emergence, the higher your yield potential. In all of our trials, corn treated with Hefty Complete comes out of the ground 10 GDUs faster than standard treatments. Especially earlier in the season during cool days when GDU accumulates more slowly, this can mean emerging days faster, giving your crop more time to fully develop, unlocking your yield potential.

BETTER STAND ESTABLISHMENT

Plants that emerge later often remain a crop stage or two behind, and you can see the difference in stalk diameter and strength all throughout the season and past harvest. Also, late-emerging corn plants won't make a full ear, and plants on either side of the late-emergers can't make up for that yield loss.

BROADEST-SPECTRUM DISEASE PROTECTION AND STRESS TOLERANCE

Two components of Hefty Complete Corn that boost your crop's defenses are Heat Shield and ethaboxam fungicide. Heat Shield contains 6 microbes that improve the plant's tolerance to both cold soils and heat, as well as drought conditions. In addition to the protective benefits provided by the standard fungicides in Hefty Complete, ethaboxam grants a significant improvement of disease protection, especially in cold, wet soils.



HEFTY COMPLETE

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HEFTY COMPLETE CORN

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CORN TREATED WITH HEFTY COMPLETE LEADS TO:

- Faster emergence
- Increased stand count
- Greater disease protection
- Better cold tolerance
- Better pythium control
- Increased root mass
- More nutrient uptake
- Better drought tolerance

HOW MANY SEED TREATMENTS DOES YOUR CORN HAVE?

HEFTY BRAND CORN COMES STANDARD WITH 37 TREATMENTS

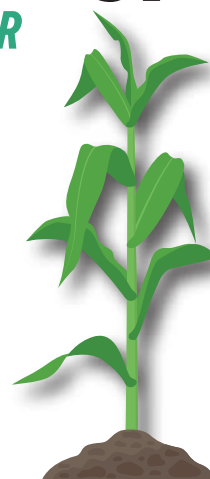
7*
NK



9**
PIONEER



37



HEFTY CORN

*2023 CruiserMaxx Corn 250 **2023 LumiGEN Standard Corn Rootworm Package



INDUSTRY'S LEADING COMPLETE SEED TREATMENT OFFER!

A seed treatment that gives you free replants, 2 free resprays for certain insects,
4 fungicides with 4 different modes of action, 26 nutrient solubilizers,
6 strains of beneficial fungi for help with seasonal stresses,
an inoculant with an extender, and a polymer to help with flowability.
THAT'S 40 COMPONENTS TO PROTECT YOUR SOYBEANS WELL INTO THE SEASON!

NUTRI-CYCLE ST

Nutri-Cycle ST accounts for over 26 active, beneficial strains of bacteria and fungi. The bacteria and fungi begin working in the soil right away to make the most vital nutrients readily available for the young soybean. Increased cold, salt, and drought tolerance, more developed root systems, and improved nutrient uptake are other benefits we have seen from Nutri-Cycle.

FUNGICIDES

Four systemic fungicides equip the seed for long-lasting protection. Using multiple fungicide modes of action means your seedlings are protected well past emergence and into the season.

INOCULANT + EXTENDER

Including both ROOTastic inoculant and extender in Hefty Complete gives your treated seed the best opportunity to increase nodulation and nitrogen uptake, even when planting is delayed.

POLYMER

Smooth flowability through seed tenders, trucks, and your planter leads to better and more even stands, all while reducing your planter downtime.

HEAT SHIELD

The 6 beneficial fungi in Heat Shield have shown increased tolerance to cold and salty soils, drought, and heat, along with general plant health enhancements. In normal conditions, Heat Shield has demonstrated a yield advantage in many of our trials, but in fields under severe stress, we have seen huge gains.

INSECTICIDE

A broad-spectrum, early-season insecticide protects against bean leaf beetles, cutworms, grasshoppers, soybean aphids, and other insects for as long as 2 to 3 months, giving your plants a healthy habitat during the most critical growth stages.

UP TO 2 FREE RESPRAYS WITH HEFTY COMPLETE!





STRONGER STANDS

ADVANTAGES OF HEFTY COMPLETE SOYBEANS

We challenge you to plant Hefty Brand Soybeans treated with Hefty Complete in side-by-sides with untreated planted the same day on your farm.

Here are some of the things to look for:

FASTER EMERGENCE

If you can be out there the day the treated beans pop out of the ground, you will almost certainly see the treated seed emerging hours, if not days sooner than the untreated beans.

MORE CONSISTENT STANDS

Within a few days after the emergence, please do stand counts. Most of the time we find thicker stands where Hefty Complete has been used.

CHECK YIELD VERY CLOSELY

The cost of Hefty Complete is less than 2 bushels of soybeans. Do you see 2-bushel yield differences show up on your yield monitor? How about 4 bushels? Of course not. It usually takes 8, 10, or 12-bushel yield differences to even register on your yield monitor. Our request if you aren't a believer in seed treatments, is to weigh each pass because we are extremely confident that on average, you'll get more than 2 bushels of soybeans back each fall.



COMPETITOR

HEFTY COMPLETE



COMPETITOR

HEFTY COMPLETE



COMPETITOR

HEFTY COMPLETE



IF HEFTY COMPLETE SOYBEAN IS APPLIED BY A HEFTY STORE, RECEIVE FREE INSECTICIDE IF ECONOMIC THRESHOLD IS REACHED FOR THE FOLLOWING INSECTS:

*UP TO 2 FREE RESPRAYS WITH HEFTY COMPLETE

- Soybean aphid: R2 = 10 aphids/plant, R3 = 20, R4 = 40, R5 = 100, R6 = no respray offered
- Bean leaf beetles: 1/plant up to 30 days prior to harvest
- Grasshoppers: 1/square foot up to 30 days prior to harvest
- Cutworms: 1/20 plants up to 30 days prior to harvest
- Spider mites: no respray offered

Respray product will be a pyrethroid of our choice.

Add \$3/acre for bifenthrin or add \$5/acre for dimethoate.

FREE HEFTY COMPLETE ON REPLANTS

- First planting on the same acre must have been a Hefty Brand Soybean variety treated with Hefty Complete.
- Replant seed must be a Hefty Brand Soybean variety.

NutriShield

PLANTER BOX ADDITIVE



WHAT IS NUTRI-SHIELD?

NUTRI-SHIELD combines talc and graphite with two foundational products found in Hefty Complete: Nutri-Cycle and Heat Shield. Previously, this technology was available only with Hefty Complete or in-furrow systems. Today, **NUTRI-SHIELD** is the newest addition to the portfolio, accessing pure talc as the carrier mechanism to add Nutri-Cycle and Heat Shield right to the planter box. Hefty Naturals products are built for application to a wide array of crops. Growers can simply apply **NUTRI-SHIELD** right to the seed as it's being loaded into the planter box, the simplest way to apply biology to your fields!

2022-2023 NUTRI-SHIELD CORN TRIALS





The building blocks of ***Hefty Complete Seed Treatment*** in one simple application.

COMPONENTS:

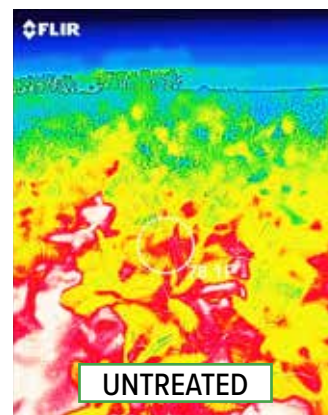
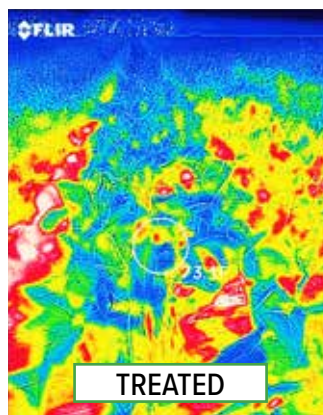
- 26 nutrient solubilizers that break minerals down into plant-available nutrient form.
- 6 strains of Trichoderma that help plants manage heat and drought stress.
- 80/20 talc and graphite.

BENEFITS:

- Phosphorus and Potassium are key to early development, and Nutri-Shield helps unlock those nutrients.
- Getting relationships established with nutrients early is critical to success in corn and soybeans.
- Heat Shield helps plants manage environmental conditions including heat and drought.
- Keeping plants cool through the reproductive timing provides a greater chance of protecting yield.

NUTRI-SHIELD:

- Provides faster emergence versus untreated
- Breaks minerals down into usable nutrients for faster plant uptake
- Is composed of microbes natural to the soil environment
- Gives plants the ability to mitigate heat and drought stress
- Helps plants manage higher temperature environments



Thermal imaging of soybean field near Valley City, ND, showing Nutri-Shield keeps plants cooler during the heat of the day.

APPLICATION GUIDELINES:

Nutri-Shield can be applied directly into the planter.

- A 3.5-pound container treats 50 units of corn or 90 units of soybeans.
- Dump contents of Nutri-Shield into center fill planter or individual planter box units.
- Can be mixed in with the seed tender, or as seed is being filled into planter units.
- If additional talc or graphite is needed, add at the same time as Nutri-Shield is being mixed in.

Cereal NS+

PLANTER BOX ADDITIVE



WHAT IS CEREAL NS+

CEREAL NS+ combines talc with Nutri-Cycle and Heat Shield, two foundational products found within Hefty Complete Seed Treatment. This technology was previously only available in Nutri-Shield for row crops or as a seed treatment on Hefty Brand Corn and Soybeans.

CEREAL NS+ is the newest addition to the talc additive market specifically built for cereal grain crops. Unlike Nutri-Shield, **CEREAL NS+** has additional talc for proper coverage of cereal grain crops. Growers can simply add **CEREAL NS+** to any drill or air drill system for improved flowability, more even emergence, and stronger stand establishment early in the season.



THE BUILDING BLOCKS OF HEFTY COMPLETE SEED
TREATMENT IN ONE SIMPLE APPLICATION
BUILT FOR CEREAL GRAIN CROPS!

COMPONENTS:

- Talc.
- 26 nutrient solubilizers that break minerals down into plant-available nutrient form, also found in Nutri-Cycle.
- 6 strains of Trichoderma that help plants manage heat and drought stress, also found in Heat Shield.

APPLICATION GUIDELINES:

- One 20-pound container of Cereal NS+ covers 240 acres of cereal grain crops.

Maxx NS CORN

BIO-CAPSULE TECHNOLOGY

Heat Shield & Nutri-Cycle Bio-Capsules allow a novel inoculant combination for seed treating that protects plants against abiotic stress and improves nutrient use efficiency.

Nutri-Cycle

18%
ACTIVE CARBON

This unique active carbon feeds and energizes microbial communities while increasing plant respiration and function.

80/20
BLEND OF
TALC &
GRAPHITE

IONLOCK™
ZINC

IONLOCK Zinc provides the equivalent of one quart of 9% EDTA zinc per acre.

Mn

Fe

Best-in-class talc/graphite combination ensures optimum flowability performance in today's high-speed planters. The addition of iron and manganese provides a boost to crop emergence and seedling health.

COMPONENTS:

- 80/20 Talc Graphite base.
- 1.35 pounds IONLOCK Zinc.
- Nutri-Cycle.
- Heat Shield.
- Manganese and Iron.
- 18% Active Carbon.

Maxx NS CORN

WHAT IS MAXX NS?

MAXX NS combines Nutri-Cycle, Heat Shield, a carbon technology, Zinc, Manganese, and Iron all into an 80/20 blend of talc and graphite. What sets **MAXX NS** apart from the rest of what's offered in the marketplace is its Bio-Capsule technology. This ensures the microbes in Nutri-Cycle and Heat Shield are protected and stay alive until you need the product's performance at planting time.

MAXX NS is specifically designed to provide critical products you need at planting time mixed right into the planter box. If you do not have an in-furrow system, this product is made to fit your needs.

APPLICATION GUIDELINES:

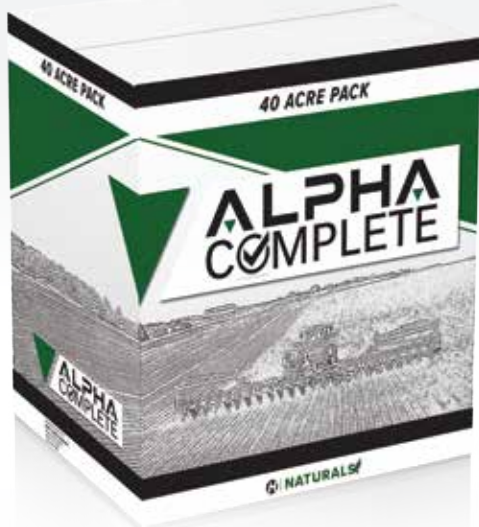
- One Maxx NS container covers 50 units of corn.
- Simply push the three buttons on the top of the Maxx NS container right before you need the finished product. This will disperse the microbes of Nutri-Cycle and Heat Shield along with the carbon technology into the talc and graphite mixture. Shake the bucket rigorously for 30 seconds to 1 minute to ensure proper mixing of combined products. Then, the Maxx NS container is ready to use.
- You can mix Maxx NS into the seed box or as the seed is flowing into planter boxes. Add one scoop of Maxx NS per unit of seed.



**ONE BOX.
FIVE PRODUCTS.
ONE COMPLETE SOLUTION.**

While some companies are making natural products complicated with multiple applications throughout the season, we've made it simple with Alpha Complete. Alpha Complete is specifically designed for in-furrow systems. By using Alpha Complete, you can simplify your in-furrow mix to one simple 40-acre box.

With one application, give your crops the extra boost they're looking for!



The Hefty Naturals products within Alpha Complete have delivered ROI across the country.

By combining their strengths into one 40-acre box, we're simplifying the complexity of the naturals market.

Water-Rite and Bio-Prep are included in every 40-acre pack.

These water conditioning agents must be used to keep biology alive in applications.

WATER TREATMENT

Water typically contains harmful additives and/or contaminants that damage the survivability of biological components and reduce the effectiveness of crop protection products.



Water-Rite negates contaminants and neutralizes high pH, preventing the water in your applications from acting against products you apply, allowing them to perform as intended.



Bio-Prep nullifies the anti-biological chlorine found in water, keeping your natural products alive and working for you.

NATURAL BIOLOGY

Applied in-furrow or early post, the biological components of Alpha Complete rev up your crop's ability to make yield all season long!



Micro-Cycle unlocks the fertility potential of your soil by breaking down unavailable minerals in soil, converting them into a form your roots can take in.



Nutex EDA greatly enhances nutrient delivery, increasing the speed of vital nutrients as they move from the roots and into individual plant cells.



Boost 10 makes photosynthesis more efficient, allowing plants to create more vital carbohydrates and sugars with less sunlight energy.

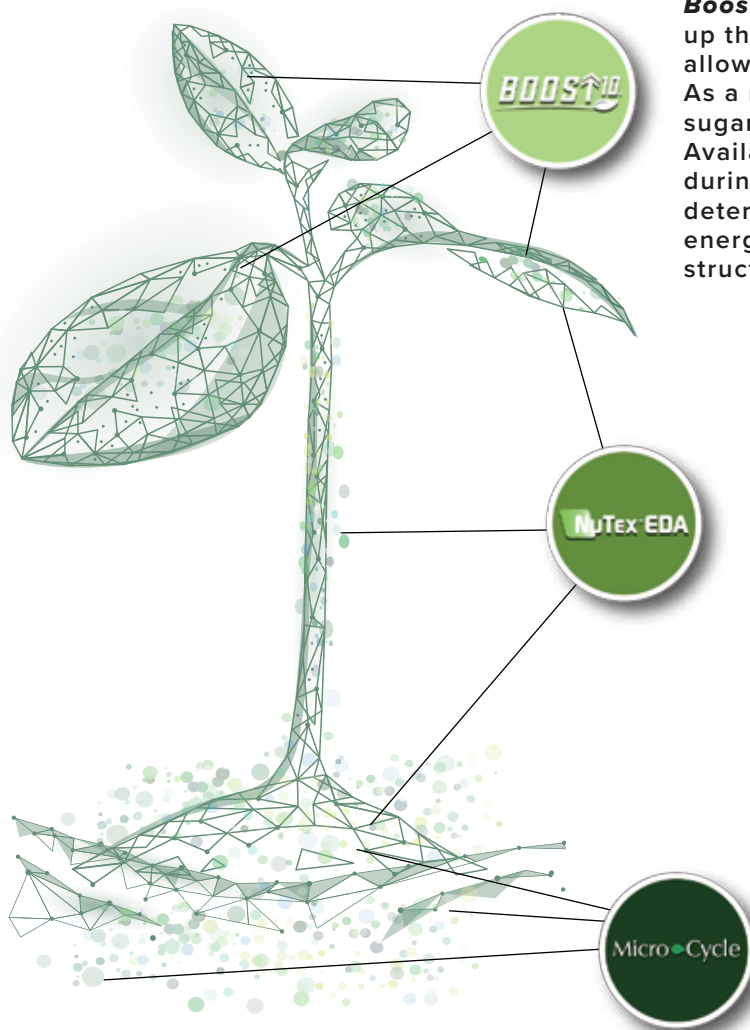
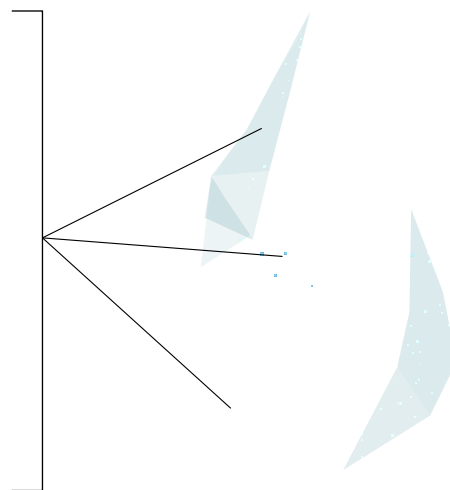


Water-Rite is a water treatment designed to reduce the negative effects calcium, magnesium, iron, and copper have on fertilizer, herbicides, and pesticides. These contaminants alter water pH and tie up products, preventing them from being effective.



Bio-Prep is a water treatment that neutralizes chlorine, preventing it from negatively affecting biological products by transforming it into the safer chloride form, which is an essential plant nutrient.

When used in combination, these two products are the ideal solution for keeping beneficial biology safe in tank mixes while enabling them to better infiltrate crops.



Boost 10 is a combination of amino acids that ramps up the natural photosynthetic process of plants, allowing them to harness more energy from the sun. As a result, crops are able to produce more of the sugars and carbohydrates needed for growth. Availability of these nutrients is especially important during reproductive stages when yields are determined, as crops use a significant portion of their energy to fill seeds, pods, and other procreative structures.

NuTex EDA is a proprietary technology that assists in nutrient transport within plants. Once roots take in available fertility, this chelated zinc product acts on the cellular level, allowing plants to more quickly and efficiently move nitrogen, phosphorus, potassium, calcium, magnesium, zinc, manganese, and boron to where they are needed most. This is especially important during critical developmental stages when plants accelerate vegetative growth to reach reproductive maturity. NuTex EDA improves your yield potential season-long by increasing root proliferation and chlorophyll density.

Micro-Cycle is made up of six nutrient solubilizing agents for phosphorus, sulfur, manganese, silica, and potassium. Immediately after application, these solubilizers begin transforming existing soil fertility into a form your crop can use. As the season continues, the biological components of Micro-Cycle will reproduce within soils, providing these solubilizing benefits to your crop long after the initial application.

MicroCycle

IN-FURROW APPLICATION FOR CROPS

NUTRIENT
SOLUBILIZERS

A NEW CLASS OF NATURALS BUILDING ON THE NutriCycle PLATFORM.



WHAT IS MICRO-CYCLE?

MICRO-CYCLE is an in-furrow soil amendment designed to provide nutrient solubilization for Potassium, Sulfur and Phosphorus. Specifically created to work in conjunction with Nutri-Cycle, the six unique components in **MICRO-CYCLE** are a multi-species blend of bacteria in the spore form. **MICRO-CYCLE** mineralizes nutrients in the soil and increases the plant availability. The Phosphorus solubilizers are specific to targeting a broad pH spectrum. Potassium, Silicon, Manganese, and Iron solubilizers release large amounts of these elements that are being stored in the soil, and the Sulfur cycle microbial booster turns elemental Sulfur into Sulfate for plant absorption.

HOW IT WORKS:

- OXIDIZES ELEMENTAL SULFUR
- SOLUBILIZES SILICA
- IMPROVES PHOTOSYNTHESIS
- EFFECTIVE IN A WIDE RANGE OF SOIL PH



MICRO-CYCLE IS A GREAT BIOLOGICAL PRODUCT
FOR THOSE WHO WANT TO TRY SOMETHING DIFFERENT
AND OBTAIN HIGHER YIELDS AND ROI.

COMPONENTS:

- Phosphorus solubilizers using a different mode of action than the biologicals in Nutri-Cycle for added benefit in targeting higher pH environments.
- Potassium and Silica solubilizers release large amounts of nutrients that are stored in soil.
- Sulfur cycle microbial booster.
- Manganese and Iron solubilizers.

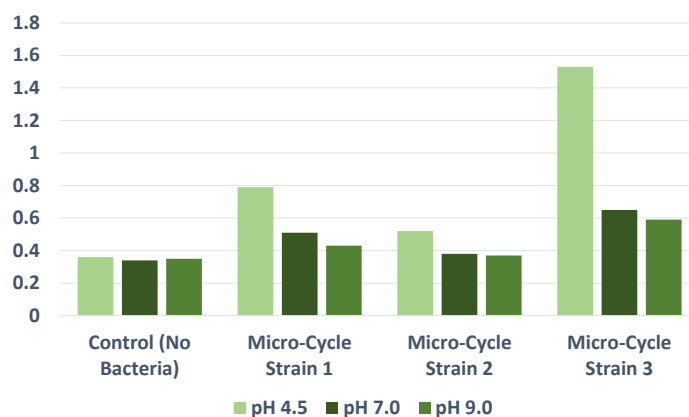
BENEFITS OF USING MICRO-CYCLE IN-FURROW:

- Compatible with all Hefty Naturals Products.
- Targeted mineralization of secondary nutrients and micronutrients in the soil.
- Easy mixing.
- Ideal for difficult parts of the field.

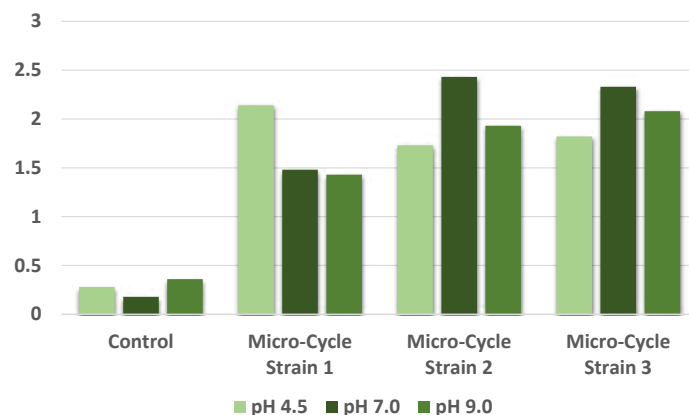
APPLICATION GUIDELINES:

- One 75-gram bag will cover 40 acres applied in-furrow.
- Use in conjunction with Water-Rite and Bio-Prep to preserve efficacy when using water as a carrier to protect the microbials in solution.

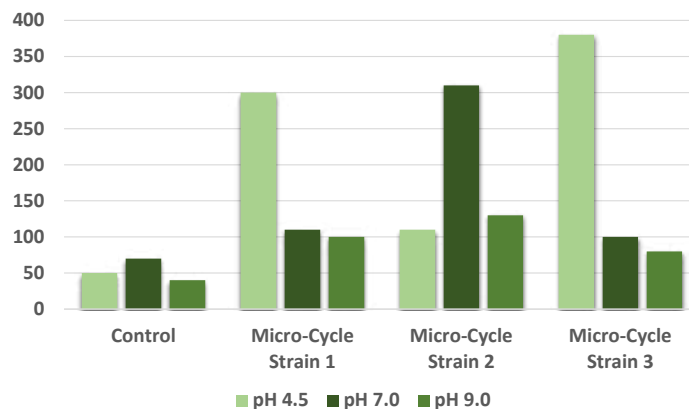
PHOSPHORUS SOLUBILIZATION



POTASSIUM SOLUBILIZATION



SILICA SOLUBILIZATION



NutriCycle

THE BIOLOGICAL FOUNDATION OF CROP PRODUCTION

IMPROVING NUTRIENT UPTAKE

WHAT IS NUTRI-CYCLE?

NUTRI-CYCLE is a proven foundational product in the Hefty Naturals product line. This unique combination of microorganisms contains more than 26 active, beneficial strains of bacteria and fungi specifically selected for their ability to increase yield by improving nutrient uptake and promoting faster emergence.



APPLICATION GUIDELINES:

If using water as part of the carrier, use Water-Rite (8oz./100) and Bio-Prep (2 oz./100) to protect microbials in solution.

- Apply a single 55-gram bag to 40 acres in all cropping systems.
- Can be applied to seed and is compatible with all seed treatments.
- Compatible with pop-up fertilizers, allowing in-furrow use.

COMPONENTS:

Biologicals – 26 strains of diverse biologicals for soil health.

- Solubilizes tied-up elements in the soil (P, K, S, etc.).
- Fixes atmospheric Nitrogen (multiple species).
- Reduces the pH of calcareous soils by producing organic acids (multiple species).
- Reduces plant stresses in salt soils.
- Releases cytokinin, gibberellin, and auxins that increase plant growth (multiple species).
- Produces siderophores (natural chelate agent) to solubilize minerals (multiple species).
- Photosynthetic organisms that operate within plant and soil structure.
- Increases germination and protection from cold temperatures (multiple species).

BENEFITS:

On the seed (Nutri-Cycle is a key component of Hefty Complete) or in-furrow.

- Foundational product that increases yield in crops and creates synergy with the rest of the Hefty Naturals line, taking results beyond their solo performance!
- Delivered in spore form for extended viability in the bag and on the seed.
- Strains begin to hatch in water within hours.
- Biologicals protect and defend the root rhizosphere from diseases and pests.
- Performs best as a seed treatment but is 100% compatible with insecticides and fertilizers.



IMPROVES CROP PERFORMANCE AND YIELD

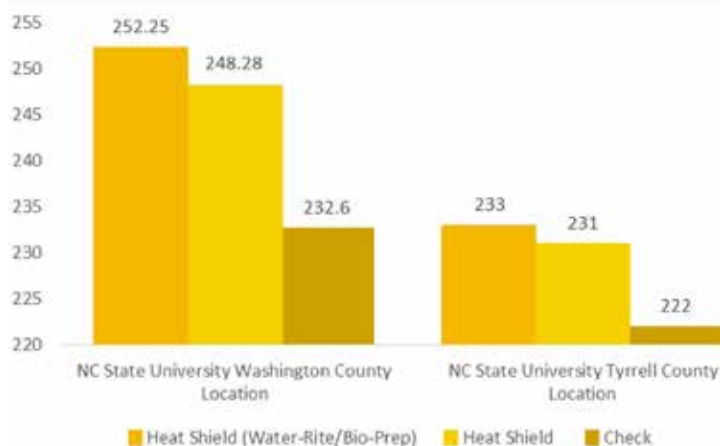
WHAT IS HEAT SHIELD?

HEAT SHIELD is designed to increase your crop's tolerance to extreme field situations like salt, drought, cold, and heat. The biggest impact will come from Heat Shield when it's included with a seed treatment or applied in-furrow. This is because Heat Shield is a fungal blend that lives and works inside the plant to increase its ability to withstand difficult growing environments.



Roots of a non-treated corn plant on the left compared to the roots of a corn plant treated with Heat Shield on the right.

INDEPENDENT RESEARCH



STRESS MITIGATION

COMPONENTS:

Heat Shield is made up of six strains of *Trichoderma Harzianum* fungi, providing efficacy in a variety of extreme conditions.

SYNERGY:

Heat Shield is also a critical component of Hefty Complete Seed Treatments. It has exhibited additional synergistic benefits when combined with Nutri-Cycle and other biological products that promote plant health and increased nutrient efficiency.

APPLICATION GUIDELINES:

Heat Shield can be applied as a seed treatment or mixed with fertilizer for in-furrow application.

- An application of a 4 oz. bottle covers 40 acres in-furrow or foliar and 80 acres as a seed treatment.
- Keep product out of sunlight.
- Use in conjunction with Water-Rite and Bio-Prep to preserve efficacy.



N-Hydro

IN-FURROW OR EARLY POST APPLICATION

SUPPLEMENTAL
ORGANIC
NITROGEN



WHAT IS N-HYDRO?

Plants need a lot of Nitrogen, and the higher they yield, the more Nitrogen they require. How can you mitigate Nitrogen loss? Do you make multiple applications to limit leaching or volatility? **N-HYDRO** has multiple microbe strains that capture stable Nitrogen from the air and fix it to the plant. **N-HYDRO** isn't a Nitrogen source replacement; it's a supplement to your Nitrogen management program.

COMPONENTS:

Contains multiple strains of Nitrogen-fixing bacteria. These bacteria fix plant-available Nitrogen to the plant, allowing for immediate use.

BENEFITS:

Supplemental Nitrogen source that's naturally organic for the plant. Nitrogen is captured from the air using microbes, generating organic Nitrogen that's not volatile.

APPLICATION GUIDELINES:

- One 35-gram bag treats 40 acres.
- Use in-furrow for best results in corn.
- Use in-furrow or at early herbicide timing in soybeans. Data suggests earlier applications in soybeans will generate a better response.
- Make sure to use Water-Rite and Bio-Prep when using water as a carrier to ensure these biological components remain alive and active until application.



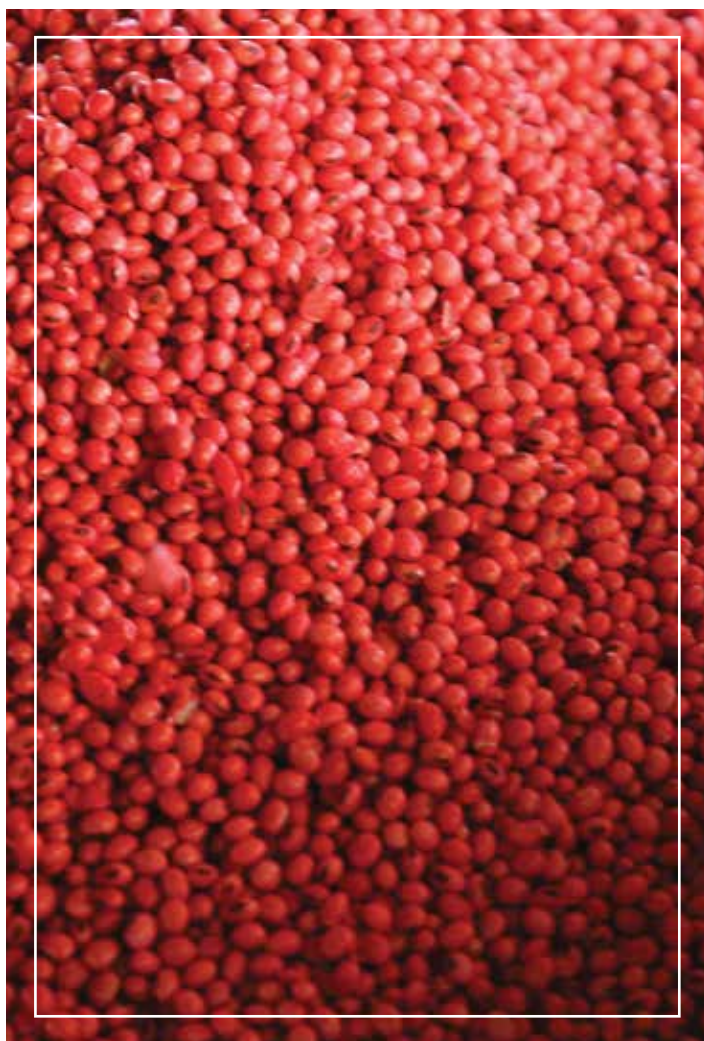
ROOTastic liquid

A NITROGEN-FIXING SOYBEAN INOCULANT

SOYBEAN INOCULANT

WHAT IS ROOTASTIC?

ROOTastic inoculant boosts your soybean yields by enhancing Nitrogen uptake, even where soybeans are planted often. The active ingredient in **ROOTastic** is a naturally occurring bacterium that grows on plant roots. This forms root nodules and helps plants convert Nitrogen from the air into forms the plant can use.



COMPONENTS:

Contains multiple strains of the naturally occurring bacterium, *Bradyrhizobium japonicum*. Minimum guarantee of 1×10^{10} colony forming units per milliliter of solution. Applying this solution on seed at the labeled rate provides the industry's highest on-seed microbial rate.

APPLICATION GUIDELINES:

DIRECTIONS FOR ON-SEED USE

- Shake well before use. Open package only when ready to use. Pull bag cap through the circular opening and close lid.
- Measure the appropriate rate for the quantity of seed being inoculated, pour over the seed at 1.5 fl. oz. per cwt (with extender), and stir well until all seeds glisten.
- Protect inoculated seed from sunlight and drying winds.
- Plant inoculated seed within 4 days.

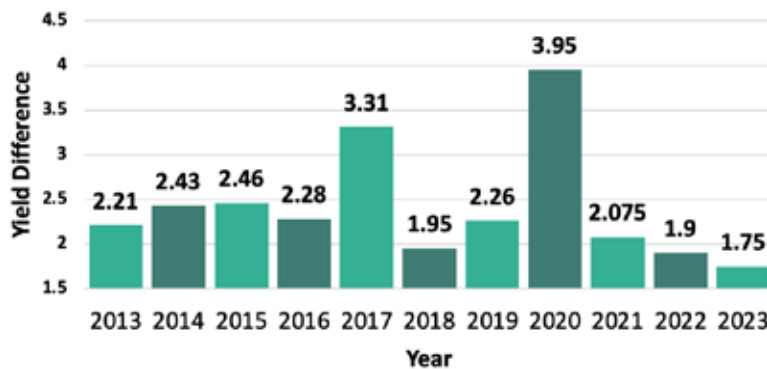




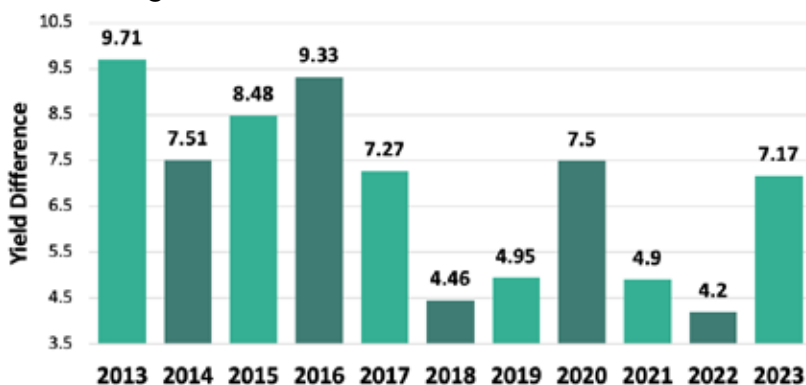
WHAT IS MEGAGRO™ L?

MEGAGRO™ L is designed as a specialty foliar and in-furrow PGR biostimulant that helps to increase the plant's metabolism and develop root structure and root hairs. With a patented, ideal ratio of phytohormones IBA and Kinetin, **MEGAGRO™ L** helps establish a strong foundation and extended vigor for continued success through harvest.

MegaGro Foliar Herbicide Treatments - Soybean



MegaGro Foliar Herbicide Treatments - Corn





COMPONENTS:

PGR biostimulant liquid formulation containing IBA (0.85%) and Kinetin (0.15%).

BENEFITS:

Promoting Root & Shoot Development

- Optimum ratio of plant hormones drives cell division, maximum root growth, and early season vigor.

Better Nutrient Uptake & Stress Tolerance

- Improved root structure increases the ability of plants to access soil nutrients and withstand environmental and chemical stress.

Wide Range of Compatibility

- Ability to tankmix with most fertilizers and pesticides.
- Patented as a Glyphosate safener (US8,153,559,B2).

APPLICATION GUIDELINES:

- **Ideal timing:** In-furrow and early post.
- Dilution of 1:1000 or 2 oz. in 15 gallons.
- In-furrow 2 oz. to the acre.
- Early post with herbicide or micro nutrients 2 oz. to the acre in 15 gallons of spray solution.

INCREASED ROOT GROWTH



BETTER EARLY VIGOR



GREATER YIELDS AT HARVEST



TREATED
(2 OZ. AT V4)

UNTREATED

	Soybean Foliar	Corn In-Furrow	Wheat Foliar
Number of Site-Years	63 (2013-2023)	64 (2013-2023)	15 (2013-2016)
Avg Bu/Ac Gain vs Check	+2.41	+6.93	+3.4

WeatherKing

PROTECT
AGAINST
STRESS

WHAT IS WEATHERKING?

WEATHERKING is a specialty low-analysis foliar fertilizer that improves crop vitality against abiotic stresses, including excessive heat or cold weather. Easily tankmixed and with a wide window of application, **WEATHERKING** is the ideal low-cost option to minimize potential yield loss associated with stress events.

COMPONENTS:

WeatherKing is a specialty liquid fertilizer that supplements normal fertility (1-0-0).

BENEFITS:

Maintain Growth Under Stress

- Helps the plant build a stronger foundation and enhances the protein profile, allowing crops to tolerate challenging stress conditions.

Consistent Results

- Proven performer across 7+ years of third party testing in both corn and soybeans.

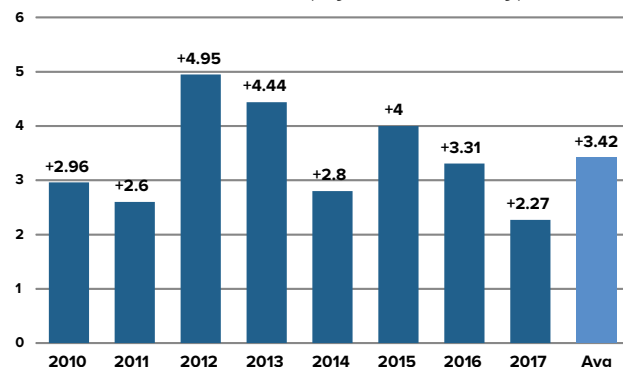
Seasonal Flexibility

- Utility supplement to be applied anytime, either seasonally or in anticipation of stress events.

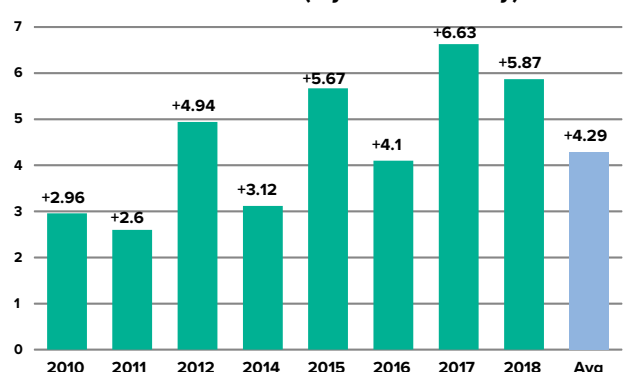
APPLICATION GUIDELINES:

- Ideal timing is prior to weather or stress event or in early vegetative stages.
- Use dilution of 1:1000; 2 oz. in 15 gallons.
- Can be used with soybeans, corn, and wheat.

WeatherKing on Soybeans
Bushel Increase (8 years - 3rd Party)



WeatherKing on Corn
Bushel Increase (8 years - 3rd Party)





PGR BIOSTIMULANT

WHAT IS AMASS?

AMASS is a fortified cytokinin designed to increase pollination and support photosynthesis during fruit or grain fill. This unique combination produces more flowering/fruiting sites and, more importantly, increases the plant's net capture of solar energy to help drive sugar production.

COMPONENTS:

Kinetin (0.12%)

Promotes flowering and pollen viability; increases pollination and seed retention.

GABA (0.98%) and Choline Chloride (1.95%)

Promotes chlorophyll development, drives sugar production to feed growth.

BENEFITS:

Influence Reproductive Stages

- Early reproductive application increases branching, flowering, and fruiting sites.

Optimize Plant Metabolism

- Strengthens plant cell structures and maintains photosynthesis, even in stress conditions.

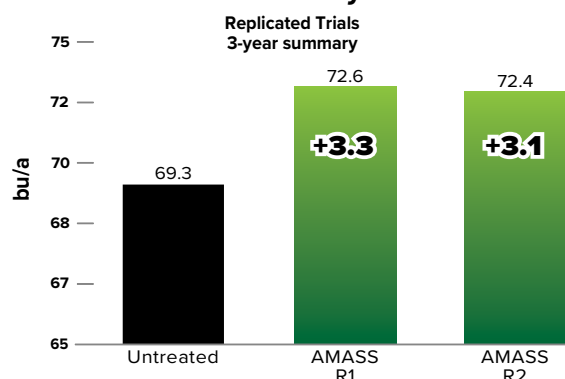
Produce Larger Yields

- Boost yield potential by increasing pod/grain size and reducing incidence of abortion.

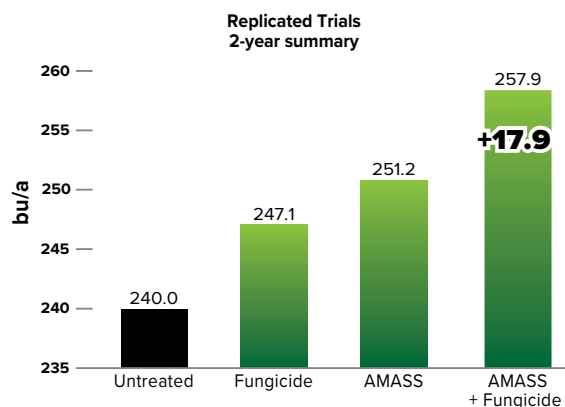
APPLICATION GUIDELINES:

- During early reproductive stages, use 19.2 oz. per acre in 15 gpa (100:1 dilution). Min (aerial) is 12.3 oz. per acre.

AMASS on Soybean



AMASS on Corn @VT





THE NEXT
GENERATION IN
TRANSPORTER
TECHNOLOGY

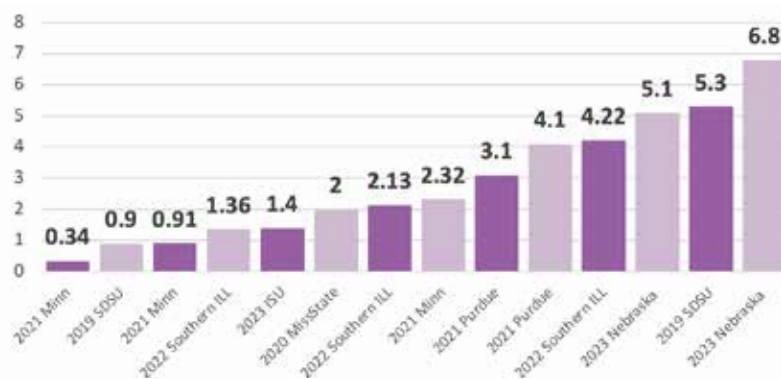


WHAT IS NUTEX™ EDA?

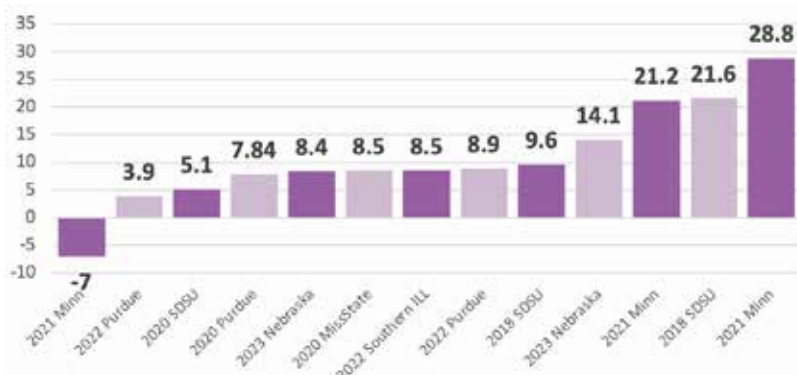
NUTEX™ EDA is a micronutrient-based transporter catalyst for all liquid nutrient sprays and crop protection products.

NUTEX™ EDA offers versatility across both foliar & soil applied applications. **NUTEX™ EDA** has over a decade of positive yield responses across a multitude of crops, soil types, and nutritional products. With broad tankmix compatibility and ultra-low use rates, **NUTEX™ EDA** provides flexibility and an optimal return on your investment.

Soybean Foliar Nutex EDA University Trials



Corn VT Nutex EDA University Trials





COMPONENTS:

- Nutex™ EDA is a proprietary formulation with a guaranteed analysis of 0.5% Zinc.

BENEFITS:

- Supports plant nutrient uptake efficiency for better root growth and function.
- Increases plant nutrient assimilation throughout the plant.
- High activity of performance with low dosages.
- Compatible with all fertilizer solutions, including Calcium and acidic pH fertilizers.
- Supports stomatal regulation for improved transpiration and adsorption in hot summer conditions.
- Enhances and supports microbial populations in the planting zone when used with starter fertilizers.
- Improves abiotic stress tolerance.

APPLICATION GUIDELINES:

- In-furrow or foliar applications at 6-8 oz. per acre.
- Can be included as part of the following applications:
 - In-Furrow/Starter
 - All Foliar Nutrition Sprays
 - Post Herbicide Sprays
 - Early Fungicide Sprays
 - Late Fungicide Sprays
- Apply up to three times per season and achieve positive return on investment.



NUTRIENT	% EFFICIENCY IMPROVEMENT
Nitrogen (N)	10–20%
Phosphorus (P)	12–22%
Potassium (K)	15–22%
Ca & Mg	20–40%
Zn & Mn	20–50%
Boron (B)	15–22%

More than 70 bio-assay & greenhouse trials have been conducted to determine the nutrient uptake efficiency benefits of adding Nutex™ EDA to soil and foliar nutrient applications. The results compiled across all crops, fertilizers, applications, and timings are shown in the chart above.

REVERB™

*AMPLIFY CROP YIELDS AND QUALITY
FROM THE GROUND UP*

NUTRIENT
ENHANCER
& YIELD
PROMOTER

WHAT IS REVERB™?

REVERB™ is a next-generation micronutrient-based fertilizer catalyst for soil-applied fertilizers and stalk decomposition. When applied with starter fertilizers and in-season Nitrogen applications, **REVERB™** enhances the uptake and utilization of applied nutrients. When applied in conjunction with liquid Nitrogen, **REVERB™** works synergistically with soil microbes to break down crop residue and debris, providing more soil nutrients for the next crop.



Reverb crop residue management trial - Illinois 2017.

COMPONENTS:

Reverb™ is a proprietary formulation containing Manganese derived from Manganese sulfate with a guaranteed analysis of 0.5%. It is usable for all liquid starter and Nitrogen fertilizer applications, as well as crop residue management.

BENEFITS:

- Suspension concentrate of micronized leonardite.
- Unique, non-chemical extraction process for superior bioavailability.
- Reduces nutrient tie-up, resulting in increased nutrient availability.
- Increases water retention and cation exchange capacities in the zones where Reverb is applied.
- Enhances uptake of N, P, K, and micronutrients.
- Easy to use: low rates, immediate solubility, and low-acid pH for tankmix compatibility.

APPLICATION GUIDELINES:

- Use 32 oz. per acre as part of in-furrow, foliar, or sidedress applications.





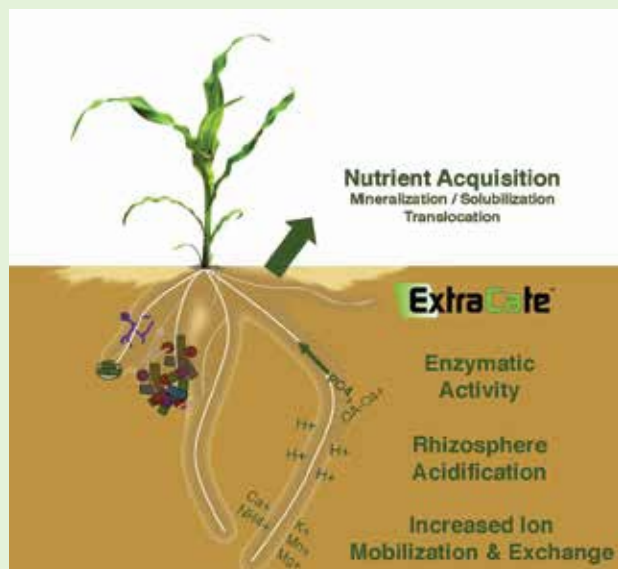
NATURALLY POWERFUL. UNIQUELY EFFECTIVE.

INNOVATION
FOR ENHANCED
SOIL NUTRITION

WHAT IS EXTRACATE™?

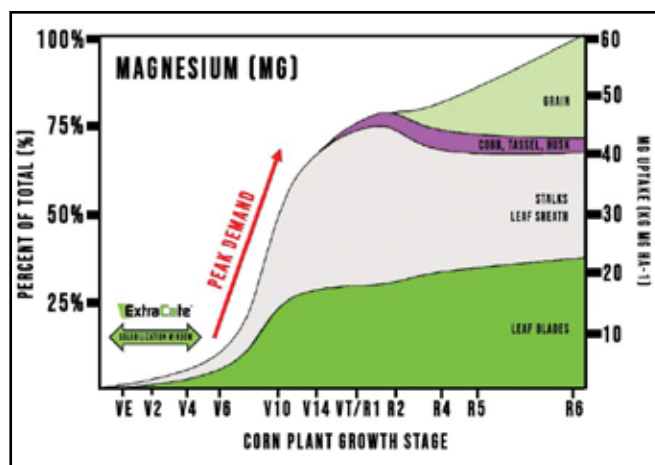
EXTRACATE™ works with your liquid starter fertilizer applications or by itself to help unlock soil nutrients that will benefit your crops, specifically Calcium and Magnesium.

EXTRACATE™ works especially well in making Calcium more available to plant roots by solubilizing soil Calcium (CaCO_3) and other nutrients tied up in the soil. It is formulated with a naturally derived complex of organic acids, providing a one-two punch to soil nutrition. **EXTRACATE™** supports the solubility, availability, and uptake of a broad range of nutrients across all types of soil. Formulated with a safe-to-use acidic pH solution, **EXTRACATE™** may help with tankmix compatibility in some situations.



BENEFITS:

- Can be added to liquid fertilizers or applied alone.
- Solubilizes soil nutrients for increased availability to plants.
- Solubilized Calcium replaces Hydrogen ions on soil exchange sites, reducing soil acidity.
- Can be used in all soil pH's and types.
- Supports yield and crop quality potential.



APPLICATION GUIDELINES:

- Mix with row starter at 20 oz. for in-furrow applications in corn or soybeans.



NUTRICHARGE®

ENHANCING PHOSPHORUS FERTILIZER EFFICIENCY

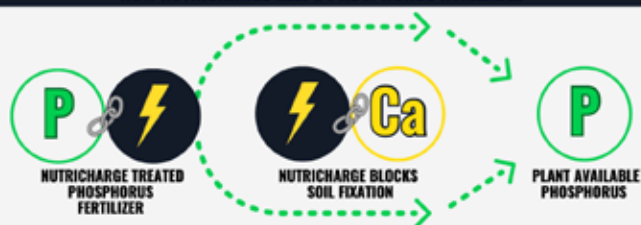
POLYMER
TECHNOLOGY

WHAT IS NUTRICHARGE®?

NUTRICHARGE® is a patented liquid that helps deliver the maximum amount of Phosphorus to the plant over an extended period. It extends the release of Phosphorus fertilizer by reducing soil fixation and works best with the plant to extract Phosphorus that is fixed in the soil. By binding to Calcium, Aluminum, and Iron ions in the soil, **NUTRICHARGE®** prevents these elements from reacting with the Phosphorus.



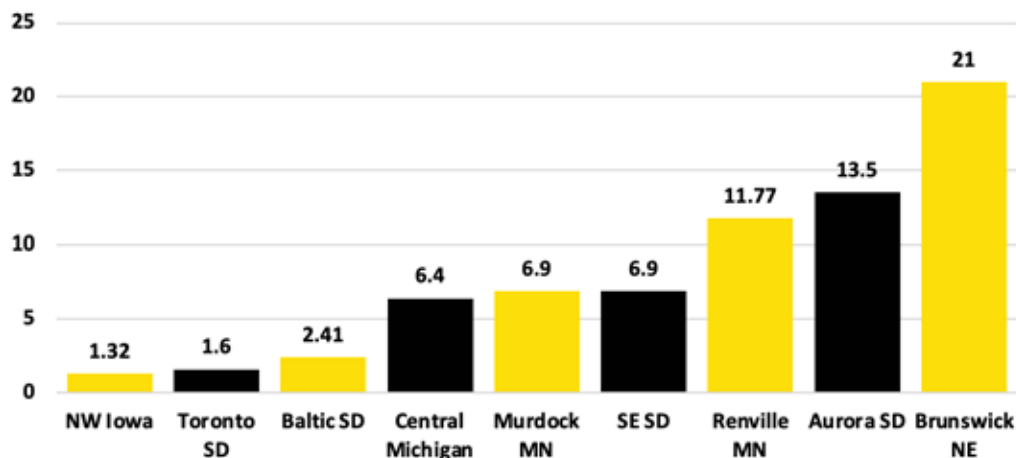
HOW NUTRICHARGE KEEPS PHOSPHORUS AVAILABLE



APPLICATION GUIDELINES:

- With starter fertilizer, it's stable when used with other fertilizer-applied technologies.
- Use 3.2 oz. per acre in-furrow.
- Use 6.4 to 9.6 oz. per acre in side-dress/Y-Drop applications.

2023 NutriCharge In-Furrow Corn Research: Yield Difference from Check (Bushels/Acre)

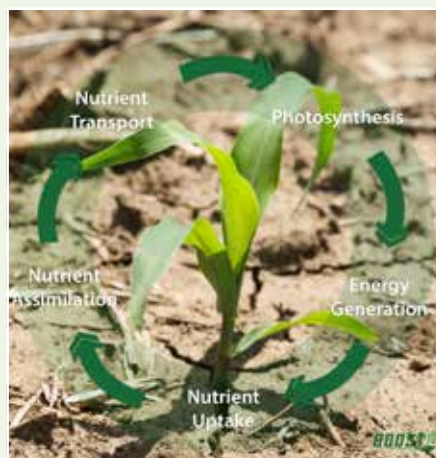




*A METABOLIC BOOSTER FOR YOUR CROP
TO INCREASE YIELDS*

WHAT IS BOOST 10™?

BOOST 10™ works in three ways to improve plant health and bridge the gap between inorganic fertilizers and the proteins plants create. Made of more than 35 organic and amino acids, **BOOST 10** promotes photosynthesis, generates more plant energy, and increases the uptake and organic conversion of nutrients within the plant. **BOOST 10** applications can also improve the plant's metabolism, allowing it to better adapt to environmental stresses like heat and drought. The influence **BOOST 10** has internally on your crop often results in larger leaf sizes, stronger stands, increased seedling vigor, and impressive root development.



COMPONENTS:

4-0-0 fertilizer ingredient derived from vegetal protein hydrolysate. Contains more than 35 organic and amino acids.

IMPROVES PLANT METABOLISM

BENEFITS:

- Increases the plant's ability to uptake and assimilate nutrients from the soil.
- Improves early stand and vigor; encourages better rhizobia colonization on legumes.
- Contains a unique blend of organic acids that supports photosynthetic activity and high-yielding genetics.
- Improves plant metabolism, allowing it to adapt to environmental conditions, leading to a stronger stand, greater seedling vigor, and enhanced root development.
- Augments nutrient intake, allowing plants to better respond to abiotic stresses, and increases nutrient transport during peak demand.

APPLICATION GUIDELINES:

- As a seed treatment, it is stable alongside seed-applied technologies. Seed treatment application rates vary by crop.
- Application rate of 10 fl. oz. per acre with fertilizer as a foliar spray or in-furrow application.





IN-FURROW OR EARLY POST APPLICATION

NITROGEN EFFICIENCY SOLUTION

BENEFITS:

Treated plants get the tools they need to absorb more Nitrogen into their tissues, leaving less Nitrogen in the soil profile. Documented post-harvest studies show fewer nitrates left over in the soil when **PHOTO-N™** is applied.

WHAT IS PHOTO-N™?

PHOTO-N™ is a novel protein hydrolysate that maximizes the ability of plants to uptake applied and residual Nitrogen from the soil profile.

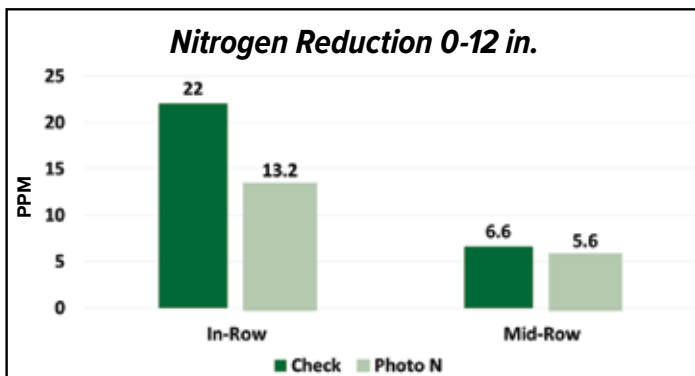
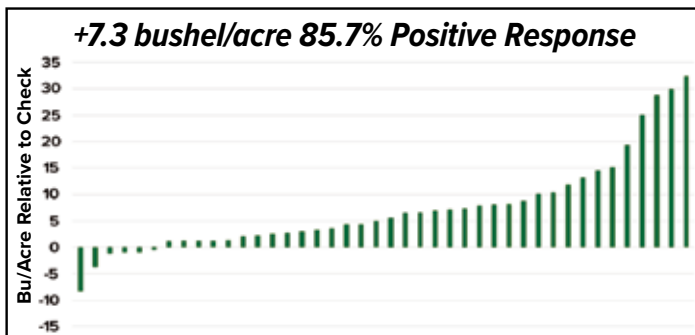
PHOTO-N™ is applied foliar and gives plants the tools they need to be more efficient with the Nitrogen that comes into the plant.

COMPONENTS:

A collection of amino acids that can be applied to corn, wheat, soybeans, and sugarbeets.

APPLICATION GUIDELINES:

- Use one pint of product per acre.
- Best application timings are:
 - Corn: V4 - V8
 - Soybeans: R1 - R2
 - Sugarbeets: 5 Leaf
 - Wheat: Boot Stage





N-TERCEPT

MANURE REMEDIATOR

LIQUID MANURE MANAGEMENT



WHAT IS N-TERCEPT?

N-TERCEPT is made of a liquid base with biological components. The liquid base is the energy source keeping the biologicals alive and providing them with the energy they need to work through the pile.

COMPONENTS:

The liquid base of the **N-TERCEPT** formulation is the lifeblood and energy source for the biologicals.

- Elevates the biological counts and keeps them there (unique to this product; most boost and then crash).
- Very high affinity for stabilization of ammonia and hydrogen sulfide.

Biologicals

- Bacteria and fungi in the composition, including some specific to decomposing DDGs, are unique to **N-TERCEPT**.
- Organic decomposers that break down lignin and cellulose.
- Multi-faceted digestive enzyme production.

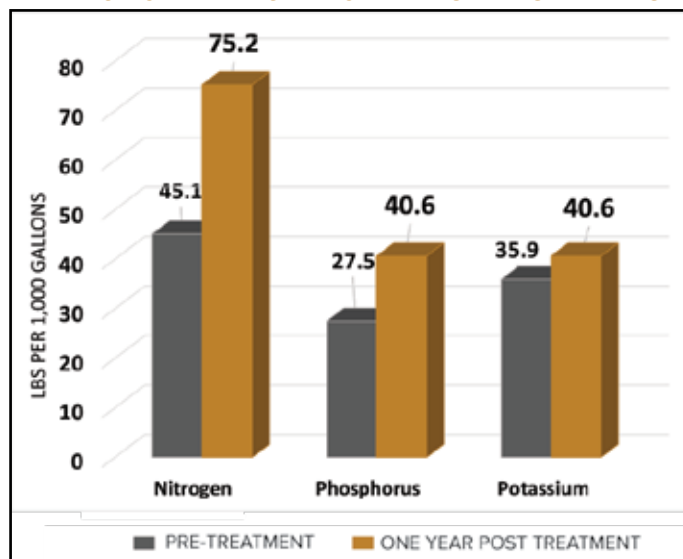
BENEFITS:

- Reduced emissions and odor.
- Increased fertilizer value.
- Better mixing.
- Even distribution.
- Easier emptying of tanks and pits.
- Reduced solids.
- No flies.
- Compatibility with all manures.

APPLICATION GUIDELINES:

- Use 5 gallons per 800 sows per month.
- Use 2.5 gallons per 800 finishers per month.
- Use 10 gallons per 800 cows per month.
- Shock treatment on lagoon 250 gallons per 5 million gallons.
- For best results allow 30 days after treatment before ANY removal.

EFFECT OF N-TERCEPT ON MANURE NUTRIENTS





CROP RESIDUE



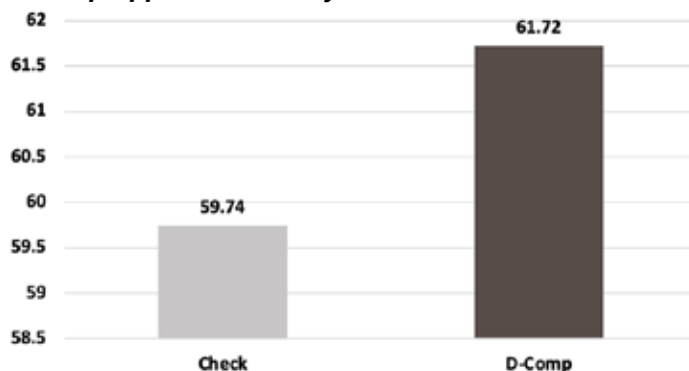
WHAT IS D-COMP?

Many companies are coming out with products specifically designed to target a single nutrient. Why only focus on one nutrient when crops need more than 27 key nutrients to grow and survive?

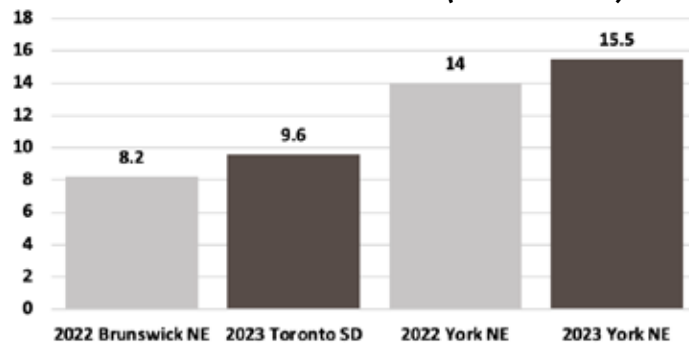
D-COMP is designed to break down residue from previous crops to help cycle nutrients back into the soil.

D-COMP gives the soil key tools to break down the lignin, cellulose, and hemi-cellulose found in crop residue, releasing the nutrients within to be available for the next planted crop. Nutrients from crop residue are readily available once cycled back into the soil.

D-Comp Applied Pre in Soybeans - 5 Locations Summary



2022-2023 D-Comp Corn In-Furrow Independent Research: Yield Difference From Check (Bushels/Acre)



COMPONENTS:

Biologicals - 70 unique species with biodiversity.

- Nitrogen fixers make adding N to balance the Carbon-to-Nitrogen ratio a non-issue, which saves money.
- Organic decomposers break down lignin and cellulose.
- Enzyme production.

APPLICATION GUIDELINES:

- Use 1 quart/acre in residue situations like corn fields with enough water to cover the crop.
- Safe for in-furrow, pre and post crop broadcast for residue control.



MANURE MANAGEMENT

COMPONENTS:

BlackWater - The base of the formulation, BlackWater is the lifeblood and energy source of the biologicals in the product.

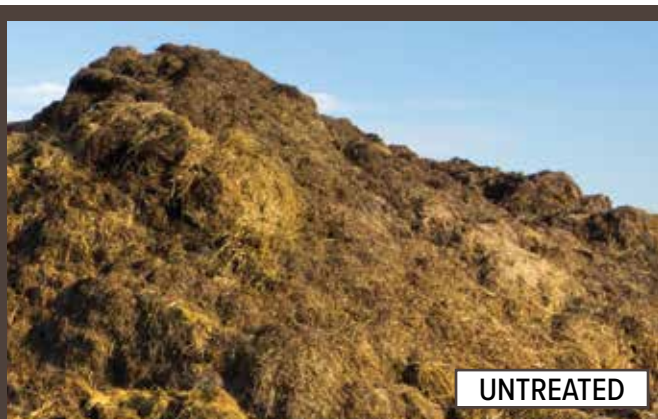
- High density Carbon. Decomposed tree roots with very high Carbon density (10X or more) versus coal Carbons.
- Elevates the biological counts and keeps them there (unique to this product; most boost and then crash).
- Very high affinity for stabilization of ammonia.

APPLICATION GUIDELINES:

- Use 1 quart per 7 tons of cattle manure.
- Adjust rate upward in high residue manures.
- Watch water percentage, as biologicals in formulation are soil microbes and prefer 40% moisture or less.

BENEFITS OF USING D-COMP AS A MANURE ADDITIVE:

- Odor reduction – Holds Ammonia and Sulfur in the manure.
- Speeds the composting process even in the winter months.
- Elevates the temperature to kill weed seeds and insects.
- Lowers moisture content and improves handling characteristics.



WATER-RITE

FOR WATER PRE-TREATMENT

FOR WATER
PRE-TREATMENT

WHAT IS WATER-RITE?

WATER-RITE is a specialty water pre-treatment designed to bind Calcium, Magnesium, Iron, and Copper in order to neutralize their negative effects on biological ingredients. This binding action will also prevent the formation of common hard water scaling in pivot and drip irrigation systems.



BENEFITS:

- Water-Rite can also be used to treat water prior to diluting fertilizers, herbicides, and pesticides.
- Promotes maximum efficacy of glyphosate and other applied chemistry while minimizing insoluble solids that can form when minerals precipitate with phosphates. (Precipitated solids can inhibit uniform application rates and/or plug sprayer nozzles.)

APPLICATION GUIDELINES:

Application rates vary based on water source and hardness.

Rural Water Systems:

- For rural water systems, use Water-Rite at 4 oz. per 100 gallons. If biological components are included in the tank mix, adding Bio-Prep Chlorine neutralizer at 2 oz. per 100 is necessary.

Well Water Systems:

- For well water systems shallow and deep, add 8 oz. per 100 gallons. If water is extremely hard or contains significant levels of heavy metals like Copper, a use rate of 12 oz. per 100 gallons is recommended.

WATER-RITE



WHAT IS BIO-PREP?

BIO-PREP is a water pre-treatment that reverses the negative effects Chlorine has on biological products. Chlorine is added to rural and municipal water sources to kill microbes, making those sources safe for drinking. When you use Chlorine-treated water to fill your sprayer, it will kill any beneficial microbes you might be applying for your crops.

BIO-PREP transforms Chlorine into the safer form, Chloride, which is an essential plant nutrient and no longer harmful to beneficial microbes.

BENEFITS:

- Bio-Prep is a specialty water pre-treatment solution designed to counter the effects of Chlorine in city water, rural water, or any other Chlorine-treated water supplies. This product is intended to neutralize Chlorine's negative effects on biological ingredients.

APPLICATION GUIDELINES:

- For most applications, a rate of 2 to 4 oz. per 100 gallons of water is sufficient.

MAKE YOUR WATER WORK FOR YOU.



AGRICULTURE **REINVENTED** **SO MUCH MORE THAN BIOLOGICALS!**

Hefty Naturals encompasses a portfolio of proven agronomic solutions. This complete product lineup provides naturally derived amino acids, plant growth hormones, organic acids, and microbials when your crop craves them the most. Combine that with specially formulated water conditioning agents, and you've just created a complete application strategy designed to improve crop performance. It's outside-of-the-box thinking for progressing our next decade of crop yield growth.

Each Hefty Naturals product is backed by a team of product experts, agronomists, researchers, and on-farm grower trials. For years, we've worked closely with multiple product formulation companies who help us bring quality options to market. We also conduct farm trials and communicate with trusted growers who test, observe, and document product performance in real situations so you have all the information you need to make a calculated investment.

Unlike many crop inputs that are intended to work for specific crops and those specific crops only, Naturals are designed for a wide array of crops and application methods. Every product supported by Hefty Naturals has a place in multiple crop systems. Whether you're applying in-furrow or foliar, growing corn, sugar beets, or small grains, these products are natural to the plant, natural to the environment, and to your bottom line.



NATURALS



heftyseed.com/naturals



heftyseed@heftyseed.com



(800) 274-3389