

# Seed Primer

## Fertiliser for Seeds

All the Facts and Functions Explained

**BSN** is a seed priming fertiliser that applies the most modern technology to imbibe the seed with a multi-nutrient formulation

**BSN** is a High-analysis Broad-spectrum Solution that gives the seed the optimum levels of nutrient required for germination and early growth

**BSN** is easy to apply, and is being used by farmers around the world to fertilise the seed

**BSN** is suitable for all crop types and all soil types

**BSN** is an effective partner with crop protection programs as it is chemically compatible with many fungicides and insecticides commonly used by farmers

## Inside the Seed



**BSN is Quickly Absorbed**



**Primed Seed**

## The Important First Weeks

**BSN** supports the plant through germination and the early weeks of development during young plant formation

**BSN** is quickly absorbed inside the seed

**BSN** is proven to elevate seed nutrient levels that set the plant for maximum yield potential

**BSN** can provide economic return at very low risk

**BSN** generates healthy and vigorous crops, that helps the plants resist disease and pest attacks



Imbibed on the Inside

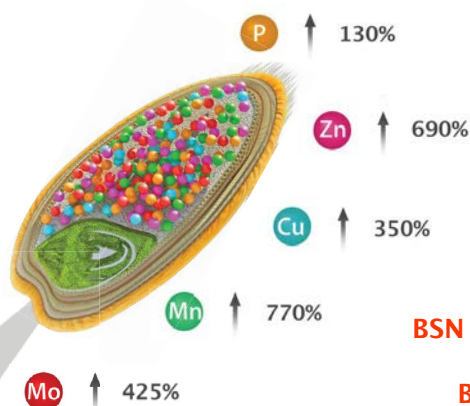
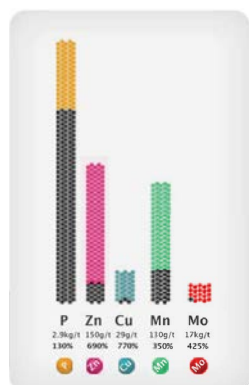
**BSN** Seed Priming Fertiliser imbibes inside the seed.



Coated on the Outside

**Seed Coatings** use the outside of the seed as a carrier into the soil.

## Why BSN Works



**BSN** works because it puts nutrients inside the seed

**Fertilising the seed** is efficient, reliable and effective

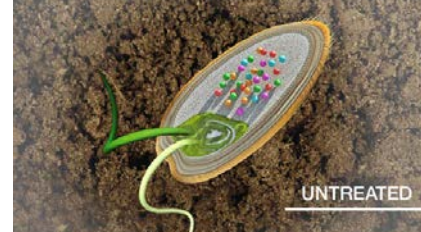
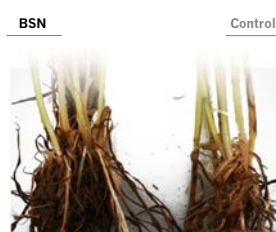
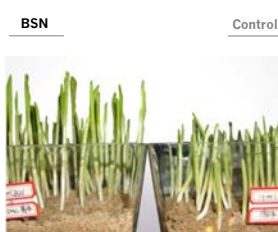
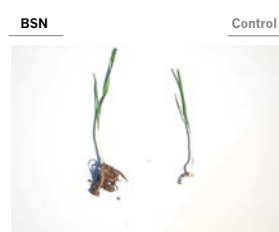
**BSN**, when applied correctly is over **95% effective**, when compared to fertilising by soil (15%–30%) or leaf (80%–90%)

**BSN** is in a class of its own when it comes to seed priming

**BSN** is the market leader and is fast becoming the new standard in modern farming practice

## The Early Proof

**Fertilising the Seed provides the nutrient for Early Growth**



## The Benefits It Delivers

**Fertilising the Seed provides the nutrient for Early Growth**

**BSN** is a performance product that provides a combination of benefits. Nine excellent benefits are :

**1. The safe transfer of nutrients**

✓ achieved when the in-built seed delivery system positions the nutrient in close proximity to the seed embryo

**2. The increase in yield regardless of fertiliser rate**

✓ achieved because untreated seeds are more likely to have suboptimal nutrient levels

**3. Is effective in all soils**

✓ achieved regardless of the soil pH as the nutrient bypasses the soil altogether, as it is taken up directly from within the seed

**4. It fixes nutrient variability in seed lots**

✓ achieved because of BSN's correcting influence

**5. It stimulates greater root mass**

✓ achieved with immediate effect because BSN produces a more robust root system that is much bigger in overall mass, reach and surface area

**6. It generates early vigour and stronger plant growth**

✓ achieved because the correct balance of all nutrient requirement is available to the plant from day 1

**7. It delivers high yield, quality and value**

✓ achieved when these benefits bring higher crop value, increased margins and overall greater financial returns

**8. Is good business for the farmer**

✓ achieved because a positive return for every dollar invested in BSN brings direct financial gain for the farmer

**9. Is compatible with crop protection products**

✓ achieved when mixed with many other commonly used farm chemical products



## The Importance of Strong Roots

When a seed is sown it absorbs moisture. Growth is then activated. And this is the critical time that each seed sets itself for future growth and yield.

Without a root system, the seed relies totally on the nutrient stored within it.

By priming the seed with **BSN**, each seed is given the optimum nutrient and energy to grow quickly, develop a strong root system, sustain itself better and set for greater yield.



### AT SOWING

At this stage, the seed doesn't have any root structure and must rely on seed nutrient for germination and early growth



### WEEK 1-2

The only nutrient availability is from the seed for use in germination + early growth and development



### WEEK 2-4

Only when the young plant has developed a root structure can it start to draw nutrient from the soil

## The Importance of Healthy Rhizosphere

**BSN** reliably results in the development of larger root mass

**BSN** root mass has more fine root hairs that spread further across the root surface

**BSN** roots have a bulky and healthy rhizosphere with higher amounts of plant exudate. This stimulates microbial activity and the cycle of conversion of soil-based organic matter into inorganic 'plant available' nutrient commences.





## BSN Seed Priming Results



### BSN on rice seed

Better germination and stronger early growth



### BSN on rice seed

Greater yield with higher volume grain with higher nutrient value



### BSN on corn seed

Better germination and stronger early growth



### BSN on corn seed

Stronger root growth with greater reach and healthier organic bulk



### BSN on wheat seed

Better germination and stronger early growth



### BSN on wheat seed

Greater development with better crop potential



### BSN on rice seed

Early germination and growth clearly shows a better result and a more developed early plant



### BSN on vegetable seed

Healthier colour and nutritional quality with better overall crop result

BSN has the benefit of history on its side. First released in 1999, it has since been sown over tens of millions of acres. Farmers across the globe are reaping significant rewards. Ongoing research and development has lead BSN to where it is today – a world-leading seed priming product that delivers both crop quality and financial benefits for the farmer.