



GET THE START YOU NEED

The LURE H₂O System* improves rainfall capture and retention on your farm, delivering better weed control, crop/pasture establishment and growth in water repellant soils.

1 Capture and Retain Moisture

By capturing and retaining rainfall LURE H₂O provides a moisture bank that improves early establishment and reduces dry period plant stress.

LURE H₂O builds a moisture bank that improves germination and yield throughout the season. Soil moisture (Volumetric Water Content) has been monitored in Brookton as part of an ongoing research program.

20cm depth tracking data illustrates a real and sustained improvement in retained moisture banked in the soil from the first rains of the season. This allows farmers to continue seeding for longer with confidence even if follow up rains aren't received soon after.



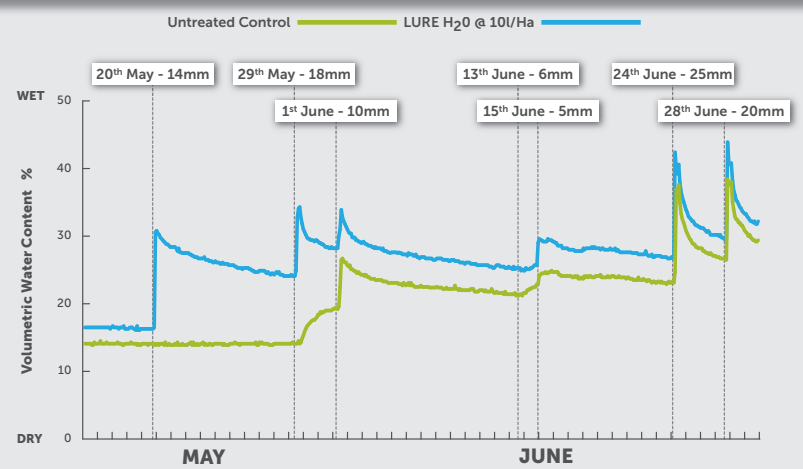
"Replicated trials have shown that when correctly applied, LURE H₂O changes the soil's surface characteristics and allows water that would normally runoff or evaporate to be captured in the soil's profile.

Soil moisture readings show that the treated profiles wet quicker and remain wetter for longer. In dry starts where every drop of rain counts, differences in pasture and crop establishment have been really impressive."



The untreated area on right shows poor rainfall penetration after 15mm of rainfall compared to the surrounding LURE H₂O treated area. Brookton, WA 2010.

LURE H₂O captures and retains early rainfall in the subsoil (20cm depth)



Soil moisture tracking data evaluating soil moisture retained at 20cm depth. Part of ongoing tracking program. Brookton, WA 2011.

2 Improve Weed Control

Staggered weed and crop germination causes a number of headaches. By maintaining a moist seed bed LURE H₂O encourages weed germination en masse. This then allows pre-emergent herbicides like Tri-allate, Metolachlor, Simazine, Atrazine, Trifluralin and Diuron to be far more effective and minimises the need to apply post-emergent herbicides.



"If the soil is non-wetting, quite often the pre-emergent herbicides are gone before the ground is wet enough to activate them. With LURE H₂O applied the weeds are germinating quickly and consistently giving a double benefit – we're improving our herbicide effectiveness and hence weed control, and getting more moisture in the ground. This improved weed control in turn reduces reliance on post-emergents. If we can do away with these, especially in cereals, we're getting some real cost and yield advantages."



Improved and consistent early establishment. Darkan, WA

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Improve Establishment

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Recent trial data evaluating crop establishment highlights the importance of capturing early rains by applying LURE H₂O early.

This early rain capture provides the moisture bank necessary to deliver improved crop/pasture emergence and establishment.



"For years I have complained about our non wetting gravels, I tried LURE H₂O this year and the results are nothing short of amazing.

Our pastures are four times denser, the crops germinated when planted and are a foot taller than non sprayed, I even have oats germinating that I planted two years ago in my barley crop (bugger).

The application was easy and I will definitely be using it again next year."

Craig Lubcke - Darkan, WA. 2011



Improved pasture establishment on LURE H₂O treated strip.
 Darkan, WA. 2011

*Australian Patent Application No. 2011100087 applies