

THE BILLION DOLLAR BATTLE

X-CELERATE turns the tables on profit killing weeds!

For those working in the field of developing effective herbicides, the word tolerant is more common than they would like it to be. The notion that organisms of any kind can become resistant to a killing agent is not a new revelation. In fact, insecticide resistant insects were first noted in 1908, followed by a breakthrough involving plant pathogens and fungicides in 1940. As technological breakthroughs were made in the agricultural industry, we began to see the good with the bad. Today, the prolonged use of herbicides designed to help control profit diminishing weed varieties, has led to a nightmarish problem across the globe and most likely right in your backyard.

Kochia, a weed that is rapidly becoming more abundant across southern Canadian prairies and the Great Plains of the United States, can reduce crop yields by up to 60 percent. Fighting this weed has become difficult because more than 90 percent of kochia populations are now resistant to herbicides.

ScienceDaily (Sep. 2012)



In addition to kochia weed, the herbicide resistant weed population offers an entire band of misfits, all of which prove very difficult to kill and rob the soil of vital nutrients.



RAGWEED



MAREHAIL



WATERHEMP



LAMBSQUARTERS

Not unlike the development of vaccinations in modern medicine, the rise in herbicide resistant weeds is due to extended treatments, across a significant timetable, with limited amounts of killing agents penetrating to the stalk and root system. The plants reaction to this extended exposure is to build a resistance and in essence become immune to the effects of the herbicide.



X-CELERATE saves money spent on fuel, cuts down on time spent in the field, and boosts profitability. The power of X-CELERATE will have customers seeing dying weeds, growing crops, and increasing profit.

On May 10th scientists will gather in Washington D.C. to address one of the most significant problems facing American farmers today: the explosive growth in "superweeds" resistant to Monsanto's flagship weed killer, "Roundup" (i.e. glyphosate), and other chemical herbicides. Glyphosate-resistant "superweeds" now infest over 14 million acres of cropland in the United States. Weeds resistant to other herbicides infest millions more, with an alarming rise in weeds immune to multiple herbicides.

Center

for Food Safety (May 2012)

Make no mistake...the need for crop producers to find a more effective method for controlling weeds is critical. The statement above gives great insight into the importance of addressing this issue. While bureaucrats debate the use of stronger herbicides and the impact in regards to human and animal consumption, we have seen an effective tool introduced to many operations. **X-CELERATE** is a safe and effective method for assisting in the killing of these "superweed" varieties. The answer, as it often does, can be found by going back to the very beginning. Experts claim that the resistance is due to "small doses" administered over time, thus allowing the plant to become tolerant. With **X-CELERATE'S** ability to penetrate beyond the foliage and into the stalk, a lethal dose of the killing agent or herbicide is delivered directly to the root system...the heart of the plant!

Results predicted that, at 80°F, about 30% of the herbicide sprayed onto leaves would evaporate, and 70% would remain in the plant. Most of the herbicide that penetrated (95%) remained in the leaf...**the importance of boundary later (surface tension) has been underestimated in previous studies.**

Victor G. Breeze (May 2006)



While losing money in every lost drop certainly affects the bottom line, the fact that those drops penetrating the plant are ineffective is even more alarming.



X-CELERATE'S ability to deliver RoundUp® or other herbicides beyond the leaf, into the stalk and directly into the roots is the "mystery" behind its effectiveness. Many of our customers have seen impressive kill rates literally hours after treatment. When you consider the cost of herbicides, diesel fuel, wear on equipment and time in the field the value of **X-CELERATE** is incredible. Now add the benefit of eliminating nutrient robbing "superweeds" and we now have a fair fight!

X-CELERATE...turning the table on "superweeds"!

So where do we find ourselves today...right in the middle of one of the largest battles for profit found in any industry across this great nation. Look at the benefits of **X-CELERATE** and see exactly how this incredible product can help turn the tables on today's profit destroying "superweeds"!

Using X-CELERATE means...

Lower Consumption of Herbicides

Reduced Fuel Consumption

Reduced Water Consumption

Quicker Impact On Target Plant