

SPONSORED CONTENT Guidelines

as of 10/1/13



“Advertorial” ad material: print

Required components

#3: Body copy different than MMW title’s – preferably sans serif

#4: Cannot directly replicate tabheads, footnotes and other design devices

#5: Can recognize – in text, not logo – that piece was custom-produced by MMW

#1: “Advertisement” at top of each page, same size as title’s body copy, minimum

Advertisement
Advertisement

ARE YOUR SOIL FUMIGANTS FACING EXTINCTION?

Try MustGrow™ for increased yields and profitability.

What is the future of soil fumigation? Fumigation as we know it today, may no longer be the normal practice for fruit and vegetable growers throughout North America. Recent changes in the availability of registered soil fumigants, new regulatory guidelines and a growing public demand for soil fumigant to be further restricted or phased out, is forcing the agricultural industry to rethink their approach toward nematode and soil disease management.

A new soil fumigant MustGrow™ may provide a solution

MustGrow™ controls a broad range of soil borne nematodes such as Root Knot, Sting, Ring and Spiral along with the management of soil diseases such as Verticillium, Fusarium, and Pythium. The majority of Mustard Products & Technologies' (MPT) field studies have focused on the use of the product as a pre-plant granular treatment applied 14 days prior to transplanting the crop. Although any crop can follow a MustGrow™ treatment, MPT has focused on its use in strawberry, raspberry and tomato crops.

We are performance proven

It is the performance of MustGrow™ in the field that is truly intriguing, especially when looking at yields; quite often it out performs those obtained from Methyl Bromide and InLine®. Mustard Products & Technologies (MPT) the manufacturers of MustGrow™ have been adamant about launching the product on a solid foundation of scientific research and product performance data. To this end MPT has committed to an extensive amount of research across North America, most significantly in California.

Nematode control

The following is a summary from 18 trials (strawberry and tomato) illustrating the control of Root Knot nematode 14 – 28 days after application. Similar results are achieved on other nematode species.

Root Knot Nematode Control

Treatment	Percentage Control
MustGrow™ 1,000 lbs./acre	83.2
MustGrow™ 2,000 lbs./acre	89.5
Methyl Bromide 50:50 20 gal./acre	97.8
InLine 20 gal./acre	91.4

Soil pathogen and disease management

Soil disease control was recorded in 10 trials. 14 – 28 days after application. Results as expected with MustGrow™ alone were not as good as with the synthetic products, but no disease systems were evident in the crop and yields were not affected.

Additional trials found that reduced MustGrow™ rates with a sequential application of Chloroprocin, also at low rates, resulted in outstanding soil pathogen and disease control. This is a very good option to reduce pesticide rates in conventional production.

% Soil Pathogen Control

Treatment	Pythium	Fusarium	Verticillium
MustGrow™ 1,000 lbs./acre	52.3	68.7	77.2
MustGrow™ + Chloroprocin 750 lbs./acre + 5 gal./acre	100.0	95.7	100.0
PicClor 60 EC 25 gal./acre	100.0	99.9	100.0
Chloroprocin 15 gal./acre	100.0	100.0	100.0

Increased crop yields

When compared to an untreated check, the following % yield gains were recorded in 9 different strawberry and tomato trials.

% Yield Increases vs. Untreated Controls

Treatment	% Yield Increase
MustGrow™ 1,000 lbs./acre	29.5
MustGrow™ 2,000 lbs./acre	31.3
Methyl Bromide 50:50 17.5 gal./acre	35.7
InLine 20 gal./acre	28.1

A real alternative

The increases in yield can be attributed to the control in nematodes and soil diseases, but academics believe that in addition to this, MustGrow™ may also be encouraging microbiological activity within the soil profile and creating the 'optimum' environment for plant growth and thus increased yields. Sanitization of the soil is not being achieved; absolute soil pathogen control may be a step down from the synthetic standards but the desirable soil microbes are also not being eliminated.

MustGrow™ is a real alternative. Manufactured from mustard seed, it is 100% natural, organic, and an outstanding performer. For the use in organic and conventional crop production systems MustGrow™ protects the crop while boosting yields – what is more important?

MustGrow™

MPT Mustard Products & Technologies Inc.
www.mptmustardproducts.com
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www.mptmustardproducts.com

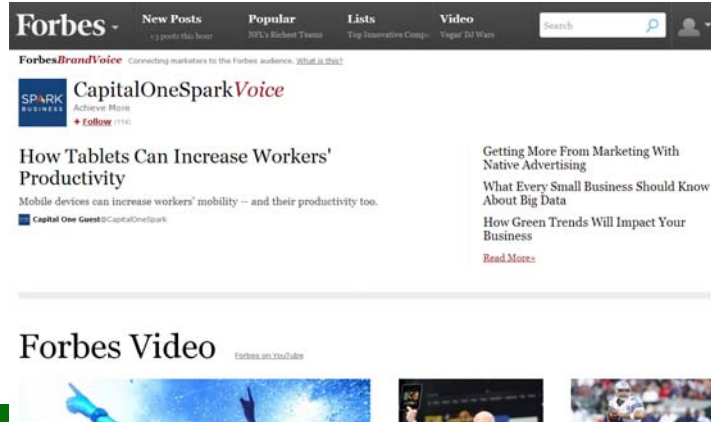
MUSTARD™ is a registered trademark of MPT Mustard Products & Technologies Inc. InLine® is a registered trademark of InLine Agriculture LLC.

“Sponsor Content” in topical newsletters

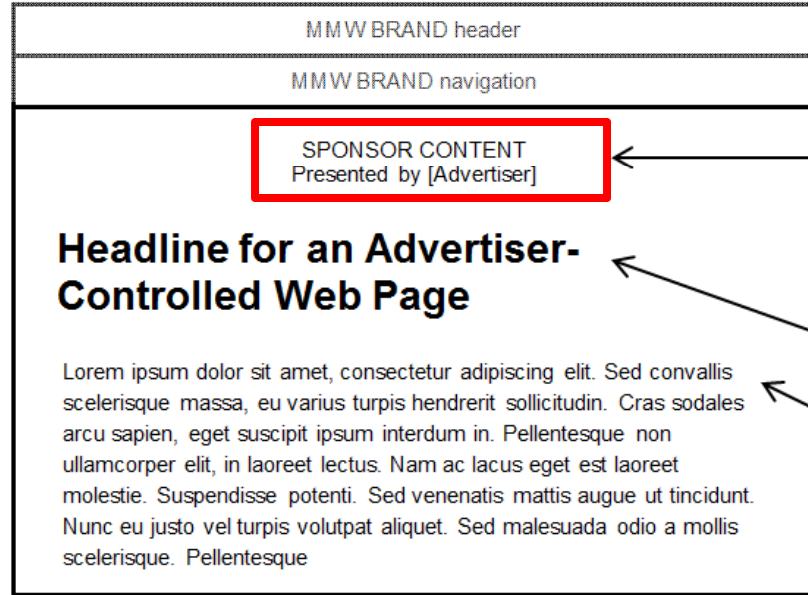
Sponsor Content

Headline for an Advertiser- Controlled Topical-eNews Item

NOTE: This same approach may be used on MMW-title web pages for display / preview of advertiser-controlled content. Example:



Advertiser-controlled web page



'SPONSOR CONTENT' AND 'Presented by [Advertiser],' centered at the top of the web page.

Headline font can be the same as editorial content (e.g., Arial bold).

Body copy can be the same as editorial content (e.g., Arial).

Advertiser- controlled webinar – minimal MMW brand presence

WEBINAR	Presented by [ADVERTISER]
<p>Headline for an Advertiser- Controlled Webinar</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed convallis scelerisque massa, eu varius turpis hendrerit sollicitudin. Cras sodales arcu sapien, eget suscipit ipsum interdum in. Pellentesque non ullamcorper elit, in laoreet lectus. Nam ac lacus eget est laoreet</p> <p>Sent to you by [MMW or MMW Brand] ←</p>	

MMW or MMW Brand referenced in footer in type size no larger than body copy

Advertiser-controlled webinar – minimal MMW brand presence



Coir Chunk Media - A Good Choice For Long-Term Crops

Tuesday, June 11 at 2 p.m. Eastern, 11 a.m. Pacific

One problem with peat-based growing medium in hanging baskets and long term-planters is that they are hard to re-wet with water after they have dried out.

Join Horticulture Specialist Troy Buechel for this informative webinar to learn how Premier Tech Horticulture is addressing this issue with a new growing medium called PRO-MIX HP-CC. This product contains a unique coir chunk that does not require a wetting agent to wet and helps to hold water while maintaining good air porosity. Find out how this unique product and ingredients can help reduce long-term wetting challenges for you and your customers.

PRO-MIX HP-CC can also be an economical replacement for a bark growing medium. Now might be a good time to find bark-based growing media alternatives in case supply becomes limited.

[Click Here to Register!](#)

Webinar

Sponsored by

PRO-MIX

Appropriate for advertiser-controlled content but NOT "sponsored" content



“Sponsor Content” for advertiser-controlled video



← No MMW brand watermark

[SPONSOR CONTENT] Tim Phelps Discusses PhytoGen Brand PHY 375 WRF

Time Phelps of Gaston, N.C. discusses how PhytoGen brand PHY 375 WRF has helped grow his cotton farming operation.

← ‘Sponsor Content’ (or ‘Advertiser Content’) in video title. (And hence in search results and video listings.)