



CHALLENGE 2024

PUT BIOLOGY TO THE TEST

Biology is not an “add-on” it is an “instead-of”. If plant associated biology does anything, it reduces denitrification and leaching, increases roots interception of applied fertilizers, and generates acids that increase the solubilization of phosphorus. Our 5 years of trial data show that EcoTea™ Seed Dressings enable producers to confidently reduce their spring applied Nitrogen by up to 20% and Phosphorus by 10% and maintain yields on cereal crops. Additionally, our 2023 trials on potatoes demonstrated that our in-furrow biology and bio-stimulants can potentially deliver similar consistent results. If you are new to EcoTea™ and look at our data with some skepticism, we are willing to help you learn of the benefits of biology through our “EcoTea™ Challenge.”

WHAT IS THE CHALLENGE?

Split a field with 80 acres seeded with EcoTea™ treated seed and the remainder with your conventional standard. On the EcoTea™ treated portion of the field, reduce your spring fertilizer by 10% and track the performance of the crop from emergence to harvest. If there is a greater than 3% reduction in yield on the EcoTea™ field compared to the non EcoTea™, we will refund your product and provide a \$500 credit note for any EcoTea™ product. All qualifying participants can receive up to a total of \$800 for providing the following data throughout the season.

- ⇒ **\$250** For providing soil tests, 3rd party lab seed germination and cold vigour tests prior to seeding.
- ⇒ **\$200** For providing comparative square foot plant counts, 3 weeks post emergence.
- ⇒ **\$200** For providing comparative pictures/samples of root biomass with both soil and washed roots.
- ⇒ **\$150** For providing final yields based on downloaded yield maps or weigh wagon results.

WHO CAN ENTER?

5 Farms in both Southern AB, Northeastern AB and 3 farms in the South Peace Region for a total of 13 Farms.

CONDITIONS. TO BE ELIGIBLE FOR THE CHALLENGE:

- ⇒ Within service distance of an EcoTea™ dealer or associated agronomist.
- ⇒ Farms must show a standard lab soil test of the land being seeded from either fall 2023, or pre-seeding spring 2024.
- ⇒ Have either an on farm or 3rd party agronomist capable of scouting the field and tracking the field at early emergence, heading and pre-harvest growth stages. If an agronomist is not available a farm may still be eligible if scouting can be arranged through one of our regional EcoTea™ distributors.
- ⇒ Yield monitor readings for the “challenge” field must be downloadable so final yields can be compared with some assurance.
- ⇒ The field must be seeded with the same bin-run of common seed, or lot # of certified seed.

HOW TO ENTER?

- ⇒ For farms in Southern Alberta, visit the Fabian Seed Booth at Lethbridge Ag Expo, February 26th-29th.
- ⇒ For farms in the Peace Country, visit the Peace Soil Works/EcoTea™ booth at Grande Prairie Ag Days, March 6th-9th.
- ⇒ For Farms in Central Alberta contact Nu Earth Soil Solutions in Vegreville, AB, or attend their Soil Health meeting on March 1st in St. Paul, AB.
- ⇒ For general inquiries on the EcoTea™ Challenge contact Ken at 431-337-3567.

If interest in participating in the challenge exceeds the allocated slots, eligible challenge participants will be selected by method of a draw April 5th, 2024.

ENTRY INFO REQUIRED:

1. Name and primary contact for farm.
2. Likely land location for the challenge.
3. Crop type and planned seeding rate.
4. Name of farm agronomist or field scout. (This can be the farmer themselves, or a 3rd party agronomist)
5. Previous EcoTea™ user (YES or NO).