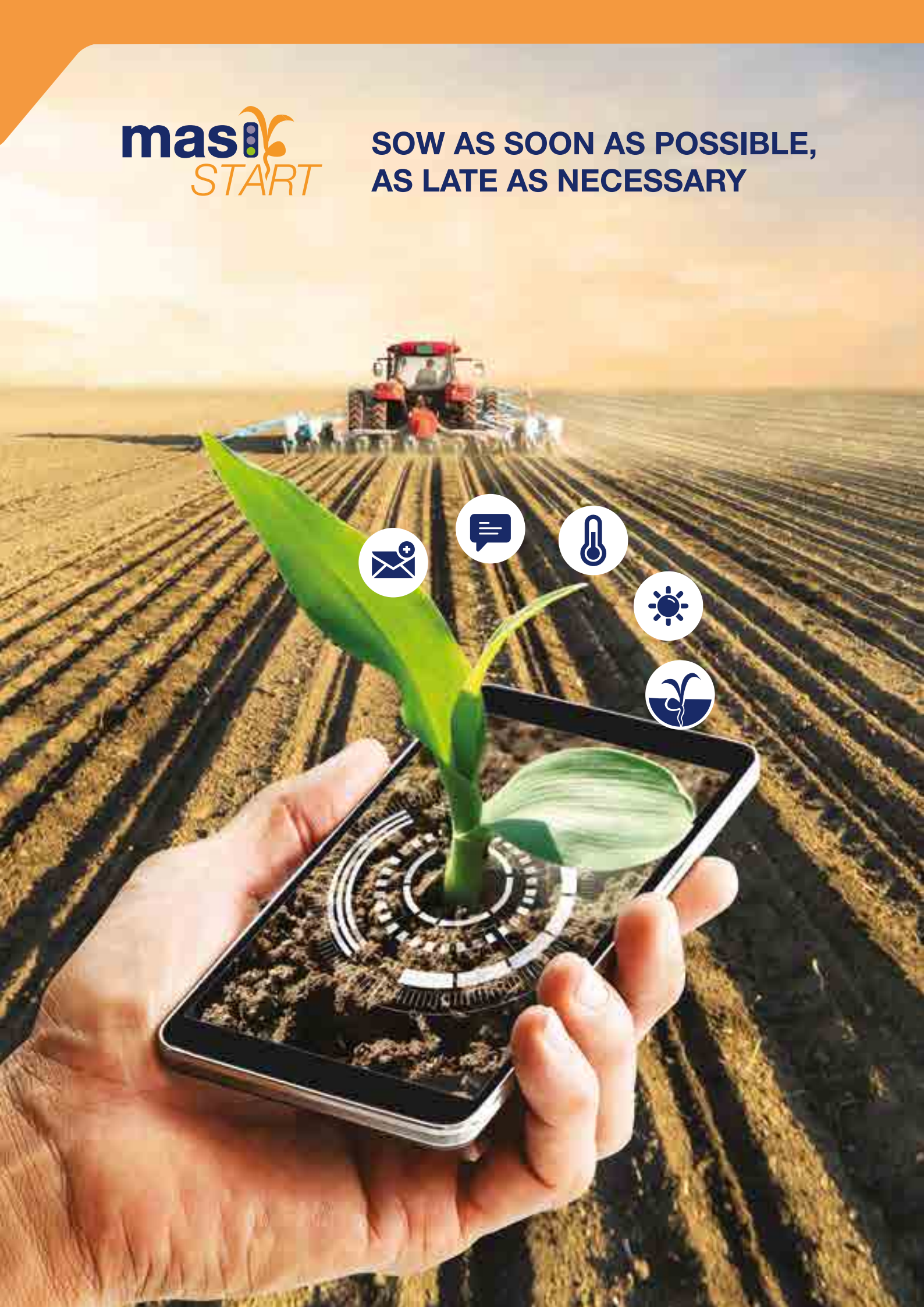




**SOW AS SOON AS POSSIBLE,
AS LATE AS NECESSARY**



A correct sowing contributes to 60% of the crop yield. MAS Seeds®, through the service **MAS START**, helps farmers in taking sowing time decision with a peace of mind. The service relies on agronomic knowledge as well as agro-weather expertise, and your seeds against weather related emergence losses.

User:	
Service:	
Crops:	

Maximize your yield by improving your sowing

An early sowing, if the conditions are favourable, contributes to yield optimisation thanks to:


- longer crop cycle
- fast and homogeneous emergence
- lower water stress during flowering.

In average, an early sowing **increases grain maize yield by 6 t/ha.**




A personalised service at field level

Thanks to our **agronomic knowledge** of seeds and our **agro-weather expertise**, we supervise fields during the sowing period to advise the best personalised sowing window. This forecast is made possible thanks to the following of different key agro-weather parameters specific for sowing: soil temperature, dynamic of emergence, frost risk, cumulative rainfall etc.


1  **PRE-START ALERT**

Alert within the 10 days prior to the 1st favourable sowing window: «Sowing conditions will be soon favourable»

2  **START ALERT**

Alert at the beginning of the favourable sowing window: «Start sowing today»

A service which secures seed emergence

 **EMERGENCE INSURANCE***

If sowing is realised in the 7 days after the start alert and emergence losses** are observed

➔ **FREE SEEDS for resowing**

*Available only in selected countries for maize and sunflower seeds.

**Emergence losses: maize > 20%; sunflower > 30%