EARLY START.
SEASON-LONG SUCCESS.
“For most farmers, buying seed is like buying machinery. You are going to purchase from someone who gives you the right service. At Beck’s, I not only get the right service, but also better yield, emergence and standability results with the Escalate™ seed treatment.”

Jasen Schumm, Wayne City, Illinois
THE STARTING POINT.

Using Escalate™ yield enhancement system means maximizing your farm's yield potential.

WHAT MAKES ESCALATE DIFFERENT? Not only is Escalate a proprietary mix of yield enhancing products, but it comes standard on all Beck’s seed at no additional cost. By incorporating extensive quality control measures, Escalate provides an added yield benefit compared to untreated seed and other industry standard treatments.

QUALITY CONTROL, IMPROVED FLOWABILITY. The application method for Escalate treated seeds is superior and constantly monitored for quality. Due to the sensitive nature of biologicals, extra care is given to their handling to ensure complete effectiveness before the seed even enters the ground. In addition to the already proven formula, Beck’s is now incorporating an even higher rate of a fluency agent at the end of the treatment process to improve flowability in planting equipment.

INSECTICIDE PROTECTS SEED AND SEEDLINGS FROM INSECTS

FUNGICIDE PROTECTS SEED AND SEEDLINGS FROM DISEASE

BIOLOGICALS ENHANCE AND STIMULATE ROOT AND SHOOT GROWTH

Escalate shows a profit increase per unit and yield advantage per acre in corn, soybeans and wheat. Price per unit figured as Yield Advantage X Market Price (as of October 2014) X Acres planted per unit. Bu/A advantage taken from Beck’s multi-year Practical Farm Research (PFR™) data.
CROP | INSECTS CONTROLLED | DISEASES CONTROLLED
--- | --- | ---
Corn | Black cutworm, flea beetle, grape colaspis, seedcorn maggot, white grub, wireworm | Fusarium, Helminthosporium, Pythium, Rhizoctonia, and other seed and soil-borne fungi
Soybeans | Soybean aphid, bean leaf beetle, seedcorn maggot, wireworm | Phytophthora, Pythium, Rhizoctonia, plus many general seed rots and blights
Wheat | Aphids (including bird cherry-oat, English grain, green bug and Russian wheat), Hessian fly, wireworm (suppression only) | Common bunt, dwarf bunt, flag smut, loose smut, seed rots, Septoria seedling blight, seed-borne fusarium scab and pythium damping-off, plus partial control of Karnal bunt

THE DETAILS. SCIENCE DOWN TO THE SEED. Offering insect protection, improved stands and seedling health, Escalate’s unique blend is sealed onto each seed using a polymer coating. Through an exclusive-to-Beck’s application method, the polymer coating ensures maximum seed protection and coverage.

In addition, the highest quality ingredients from multiple sources are used to create our unique mix of fungicides, insecticides and biologicals. Escalate utilizes the highest rates of fungicides in the industry, allowing for early season planting, as well as improved plant stands, vigor and yield.

IMPROVED PLANT HEALTH AND GROWTH

REDUCED REPLANT ACRES

ENHANCED YIELD

EARLY SEASON PLANTING

BENEFITS | 5
“WITH ESCALATE, YOU CAN LOOK AT A FIELD AND KNOW YOU HAVE A GOOD STAND.”

“THE FIRST THING I WANT TO SEE WHEN THE PLANT COMES UP IS THAT IT’S HEALTHY. In different side-by-sides we’ve done comparing Escalate to other seed treatments, I’ve always noticed the Escalate treated seed seems to have a better stand and a better look. The quality of the plant looks healthier and more vibrant, giving the best opportunity from the very beginning. The last thing you want to see is your plant come up with issues. When a healthy plant emerges that means you’ve got a good start.”

TRAVIS KELLEY
Farm Manager
Washington Court House, Ohio
Beck's is raising the bar in the seed business with their Escalate seed treatment. The decision on our farm is pretty simple. When it comes to buying corn seed, we know we are buying the best seed treatment package on the market.

DAVE HUNT
Blandinsville, Illinois

AHEAD OF THE CURVE.

CONTINUOUS INNOVATION.
Escalate has an industry leading fungicide package, the highest insecticide rate, and multiple biologicals. But it doesn’t end there. Every kernel includes the optimum rate of Poncho® 1250 for season-long insect control and the protection of VOTiVO® against nematodes. The combination of two biologicals is what really sets Escalate apart from the competition with its exclusive formulation and unique application. No one has the blend, and no one applies it like Beck’s.

EVERY LAYER COUNTS.
Beck’s unique application starts with a fungicide, followed by an insecticide, and then the polymer is added for protection. Biologicals are applied over the top to maintain their integrity. Lastly, Beck’s adds a higher rate of a fluency agent to improve flowability and reduce dust-off. As a result, farmers may be able to eliminate the use of talc, but should evaluate their seed drop in each environment to determine if talc is needed.

“Beck’s is raising the bar in the seed business with their Escalate seed treatment. The decision on our farm is pretty simple. When it comes to buying corn seed, we know we are buying the best seed treatment package on the market.”

Dave Hunt
Blandinsville, Illinois

Poncho and VOTiVO are registered trademarks of Bayer. Poncho 1250 + VOTiVO is not registered in all states.
WE CAN GO OUT INTO A FIELD, WHETHER IT’S CORN OR SOYBEANS, AND SEE HOW HEALTHY THE ROOT MASS IS COMPARED TO A COMPETITOR’S SEED TREATMENT.

“WHEN COMPARING ESCALATE AGAINST SEED TREATMENTS FROM OTHER COMPANIES, the emergence and root growth is unbelievable. With Beck’s, Escalate is included in the cost, versus $11 per bag to treat a competitor’s untreated seed. I want the most for my money and Escalate delivers, along with phenomenal performance.”

ZACH AND COLE BAILEY
Bailey Family Farms
Iola, Illinois
THE RIGHT COMBINATION.

CREATING THE BEST.
Beck’s continues to evaluate and test the latest seed coating and treatment technologies through multi-year field trials and Practical Farm Research (PFR®) studies. This allows for ongoing evaluation of the right combination in seed coating and treatments.

Random spot samples are taken throughout the season and tested through third-party labs to determine the treatment load per seed. This helps ensure that seed treated with Escalate contains the right ingredients at the proper rate.

Our farm specializes in producing non-GMO waxy corn and in 2014 we switched to LibertyLink® soybeans. Beck’s Escalate treated seed not only protects my crops from rootworm and other pests, but also has excellent plantability. Beck’s puts a big emphasis on quality control, which leads to both a uniform seed treatment and a very happy customer.”

CLINT CRAGEN
Martinsville, Indiana

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“ESCALATE IS UNIFORMLY APPLIED, IT STAYS ON THE PRODUCT ALL THE WAY INTO THE SOIL LIKE IT’S SUPPOSED TO, AND IT DOES ITS JOB.”

“WITH ESCALATE, I KNOW BECK’S PROCESS OF APPLYING THE CHEMICALS IS DONE IN SUCH A PRECISE WAY WITH UNIFORM COVERAGE. We’ve emptied boxes of seed from other companies and there would be a couple inches of junk in the bottom of the seed box and you don’t see that with Escalate. I could put biological on my seed corn, but with Beck’s it’s already in the Escalate system, so you’re not adding yet another product on top of a seed treatment. When you fill the planter with Beck’s corn, you don’t see gray and green dust flying away which is what you see with other seed treatments.”

DAVE SCHROCK
Schrock Farms
Bremen, Indiana
THE EXTRA STEP.

ADDED PROTECTION.
Escalate provides an exceptional multi-fungicide package not offered by many in the industry, as well as the added protection of insecticide and biologicals. It also includes a seed cleaning, sterilizing agent which protects the seedling from soil-borne pathogens, and removes fungus from the seed for better germination.

With Escalate, farmers can also plant before the Hessian fly-free date in their area when necessary. Planting after the fly-free date is still preferred when possible.

“Beck’s Escalate treated seed survived being under water after being planted just 24-hours prior to a rainfall. Instances like this are the reason I am seeing a yield increase at harvest time.”

KENNY FISCHER
Philpot, Kentucky

360° PROTECTION.
Wheat is treated with a seed cleaning, sterilizing agent which repels soil borne pathogens while removing fungus from the seed.

BETTER EMERGENCE.
Escalate not only guards the seed from fungus, but also protects the seedling from soil-borne pathogens for superior emergence.
Using Escalate™ means maximizing your farm’s yield potential.