Western Seedsmen
Lawn Seed Division

Coated Seed Technology Pipeline
Bill Talley
Summit Seed Coatings
A focus on the future expectations of seed coatings
WHY COAT SEED

Inventory Control  Short  Seed Supply
Unique Product
Additional Margin
Carrier for New Seed Treatments
Agronomic Benefit
Inventory Control
Increase Seed Supply
Unique Product
Additional Margin Value Added
Carrier For Seed Treatment and or Enhancements
Future Longterm Use Depends on Agronomic Benefit
Warm Season Grasses

- Several coatings and Coating companies
- Been around over 20 years
- Substantial market share
COOL SEASON GRASSES

Pennington Seed – Smart Seed
Scotts_ Water Smart
Barenburg– Yellow Jacket
Summit – Pinnacle & Hydroloc
Micronutrients  Biologicals
Expectations of New Coatings

- Data to Backup claims
- Inhouse
- Independent
- University
COATING OR SEED TREATMENT

Loading rate on many new additives will require a buildup coating
Equipment Upgrades

- More Accurate
- Higher Tech
- Fully Automatic
- More Expensive
- Higher Quality Coating
- Better Cosmetics & Durability
Encapsulates each seed with carefully formulated minerals and nutrients
Increases seedling survival
Establishes a micro-environment for stimulating vigorous growth
Achieves better seed to soil contact
Hygroscopic properties draw water
Coating Disguises seed from birds
Colorant improves monitoring
Added weight
Seed larger and easier to handle
Less puddling of seed
Penetrates stubble and thatch
Bluegrass Coatings Study
New or Enhanced Products

- Water Enhancers- SHP
- Micronutrients
- Mycorrhizae
- BioStimulants-
- Biologicals
Super Absorbent Polymers

- Zeba
- Horti-Zorb
- HydroLoc
Oregon State University
Seed Lab

- Nine Treatments Plus Check
- Two SHP
- Growth Regulator
- Micronutrient
- Mycorrhizae
- Several Interactions
- Finished April 2010
Dry Matter
1st study Blend 2

- check
- shp1
- shp2
- shp2gr
- shp2mn
- shp2my
- shp2grmn
- shp2grmy
- shp2mnmy
- shp2grmnmy
Five Treatments plus Check
Micronutrient
Unique blend – Iron, Manganese and Zinc
SHP- Hydroloc
Turf Protocol Biological
Completed June 2010
Germination % 2nd trial

- Check
- PSHP
- PSHP M1
- PSHP M2 B
- PSHP M1 B
- PSHP M2
Speed of Germination
2nd trial

- check
- pshp
- pshp m1
- pshp m1 b
- pshp m2
- pshp m2 b
What is in the Pipeline

More changes and additions in the last three years vs last 20
Chemical companies are favorable to seed treatments
More environmentally friendly
Easier to achieve value added easier through a coating than through conventional breeding
New or Enhanced Products

- Water Enhancers- SHP
- Micronutrients
- Mycorrhizae
- BioStimulants-
- Biologicals
BioStimulants Biologicals

- Gillabrillic Acids
- Vitamin B-12
- Seaweed Extracts
- Plant Growth Hormones
- Plant Growth regulators
Thoroughly tested
Independent Data
Safe and Consistent
Comply with State & Federal Regulatory
This study was conducted at the Oregon State University Seed Lab, in a greenhouse and growth chamber. A blend of bluegrass was used.

Entries:
- Uncoated Seed
- Standard Coating
- Coating + Micronutrient + Hydroloc™

The entries were evaluated for:
- Germination Percentage
- Speed of Germination
- Dry Matter Weight