UPSHIFT® C
CONCENTRATED STARTER SYSTEM

POWERED BY ETHER™ ENZYME TECHNOLOGY

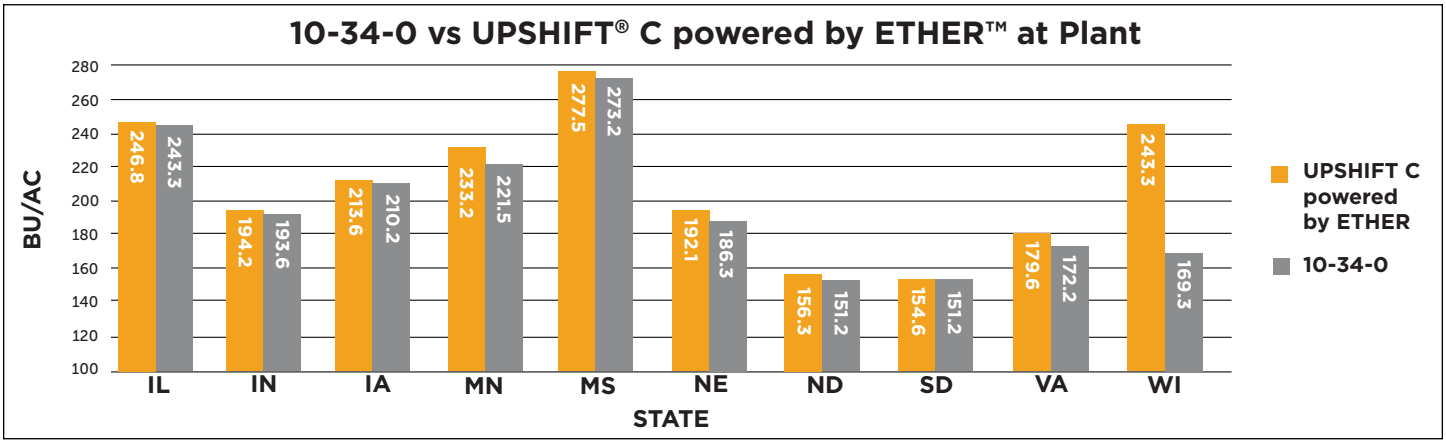
THE FIRST LIQUID STARTER THAT SIGNIFICANTLY DECREASES COST WHILE DELIVERING MORE PLANT-AVAILABLE PHOSPHORUS.

ABOUT UPSHIFT® C

- Powered by ETHER™ Enzyme Technology, **UPSHIFT C** is a 12-58-0 dry flowable with two powerful and unique enzymes. By adding one half-pound of **UPSHIFT C** to a gallon of water, you can replace a gallon of traditional synthetic-based starter.
- Use as a starter or side-dress fertilizer
- Delivers as much or more plant-available phosphorus for less cost, less working capital, less wear and tear on equipment and more convenience than traditional synthetic alternatives.
- Concentrated starter system helps cut out hauling water – one of the biggest wastes in agriculture.
- Low-salt index

ETHER Enzyme Technology protects enzymes by keeping them from degrading too quickly in the soil after application, thus increasing enzyme efficacy and leading to improved soil and plant health.

- Mannanase: breaks down starches surrounding the root tip's outermost layer, increasing the flow of water and nutrients to the root zone and sugars in the plant, boosting root growth and increasing microbial activity.
- Phosphatase: releases phosphate from organic phosphate sources in the soil, increasing nutrient availability and uptake.



MERISTEM CROP PERFORMANCE

MORE BUSHELS FOR LESS

WHY ARE SYNTHETIC FERTILIZERS SO INEFFICIENT AT THE PLANTER? ONLY 15-20% ARE PLANT AVAILABLE

Farmers have always known the best way to build phosphorus in soil is through well-planned, systematic fall applications. Most farmers agree that using phosphorus in-furrow or 2x2x2 applications is not part of their plan to build soil fertility over time. As the graphic below demonstrates, synthetic fertilizers take time to become plant-available. **UPSHIFT C** and ETHER can immediately deliver as much or more plant available P to the plant, despite having less total pounds of equivalent phosphorus per application.

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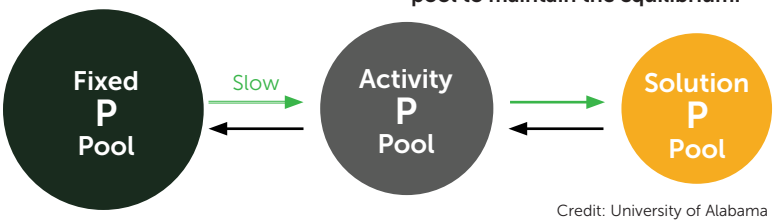
Hear It From A Farmer First

PHOSPHORUS POOLS IN THE SOIL

Phosphorus release from fixed pool to active pool occurs very slowly over time.

Whenever the concentration of solution P drops due to plant uptake, P is released from active pool to maintain the equilibrium.



Credit: University of Alabama

10-34-0

UPSHIFT C

10-34-0

UPSHIFT C

"UPSHIFT C has exceeded our expectations. We totally altered our starter program and aren't seeing any drawbacks. UPSHIFT C is easy to use, we have had zero plugging issues while planting, and the results we're seeing are just as good or better at half the cost. We haven't seen a downside to this product since using it."

Troy Jangula, Napoleon, ND

COMPLEMENTARY MERISTEM PRODUCTS

EXCAVATOR® CROP RESIDUE BREAKDOWN & NUTRIENT RELEASE AID

REVLINE® HOPPER THROTTLE™ CORN PLANTER BOX TREATMENT

REVLINE® HOPPER THROTTLE™ SOYBEAN PLANTER BOX TREATMENT