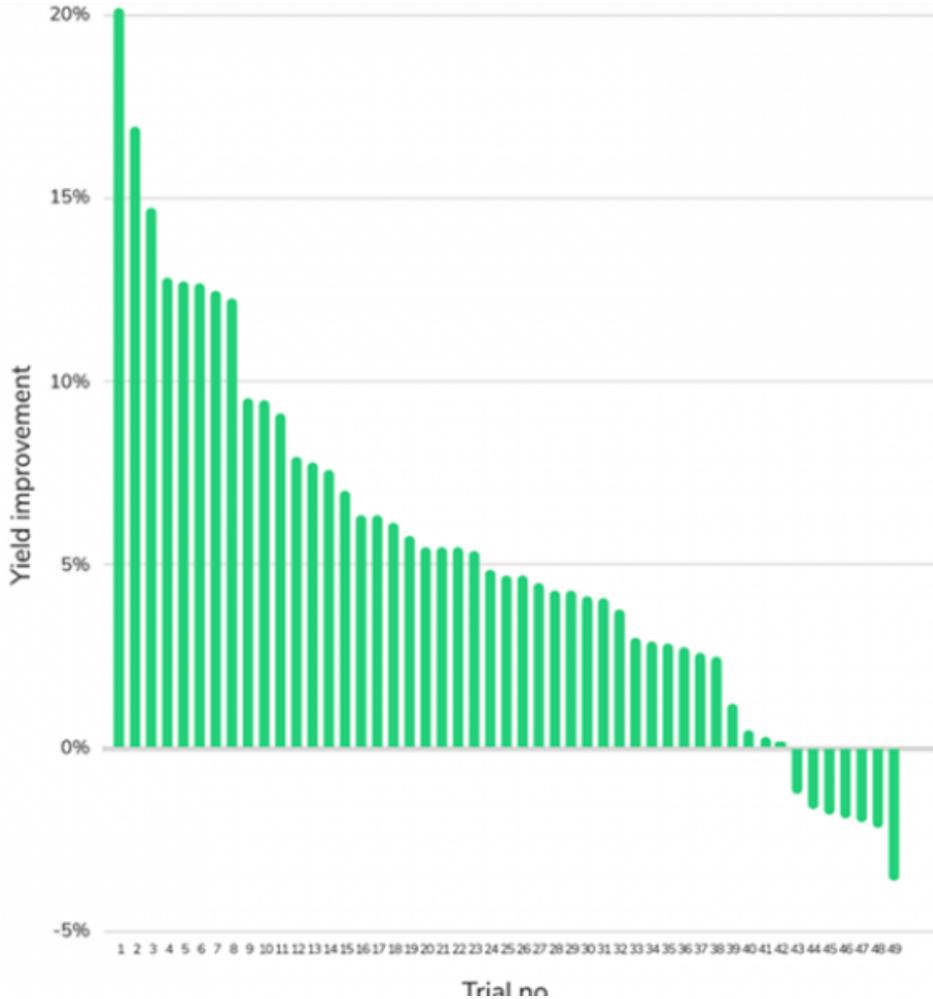




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Introducing Thrivus™ Bio-Inoculant for Hard Red Spring Wheat



(Multiple locations and seasons data)

By **SPONSORED CONTENT** August 12, 2022



Wheat growers in the U.S. are facing significant challenges. One of the largest is: to help feed the world during global shortages as input costs continue to rise. That's a tall order that requires increasing wheat production. In addition, the National Association of Wheat Growers has announced a goal of doubling production by 2030 in a sustainable way.

For growers of hard red spring wheat, primarily located in the Upper Midwest, there's a new, game-changing bio-inoculant that can help them succeed. It's called Thrivus™. Extensively tested, Thrivus boosts yield by an average of 7.5% over untreated wheat. In a 2021 trial, growers using Thrivus saw an average yield increase of \$40 per acre.

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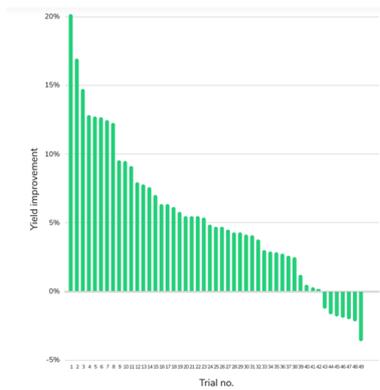
production within fields, including sub-optimal regions, through enhanced early growth and root branching. The result: improved financial and environmental sustainability.

Despite the significant testing completed, the data amassed and made available, the folks at Lavie Bio expect to hear some doubts regarding Thrivus from growers who have been disappointed by biologicals in the past. "We get it," says Russ Putland, EVP Commercial and General Manager USA. "There's going to be skepticism. In the past, many biologicals weren't backed by science. That's why we encourage farmers to do their due diligence. Study the data. See the performance results for yourself."

Thrivus was developed using new technology, extensive biological expertise, advanced big data and artificial intelligence tools. When biologicals began appearing in the marketplace, this advanced technology wasn't readily available.

Now it is, and the time is ideal for wheat growers struggling to keep up with soaring global demand in a time of strained supply. Contact your seed representatives or visit the Lavie Bio website to find out more about revolutionary Thrivus.

IMPROVES YIELD
±6% yield contribution, ±84% success rates
Multiple locations and seasons data



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