

# ROOTS ARE THE “BRAINS” OF THE PLANT

EXCELLENCE IN PLANT PERFORMANCE

## 5 KEY PHYTOHORMONES

### Growth Hormones

- Cytokinin: The Dispatcher
- Auxin: The Activator
- Gibberellic Acid (GA): The Sizer

### Stress Hormones

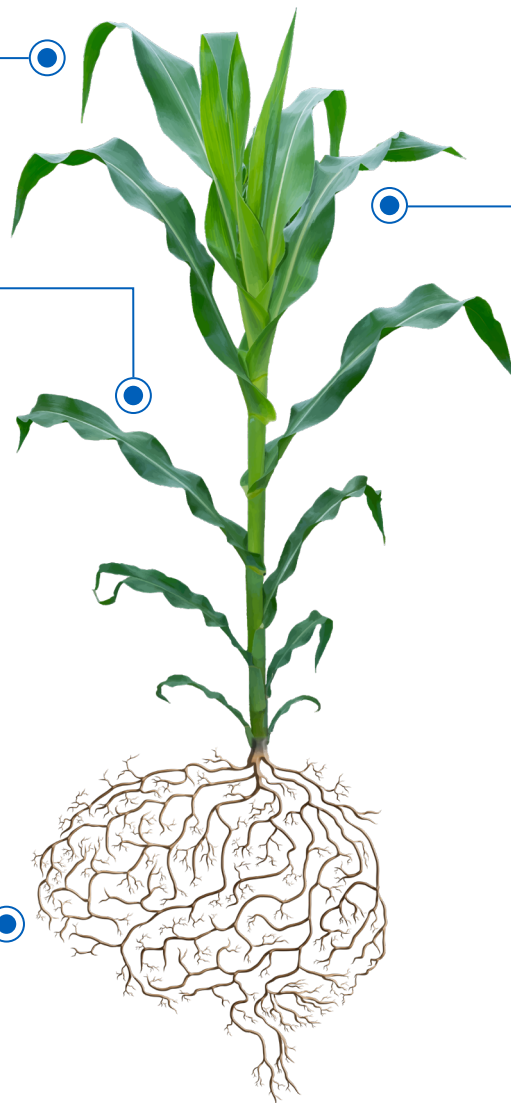
- Ethylene: The Regulator
- Abscisic Acid (ABA): The Terminator

## ABIOTIC STRESS

Abiotic stress is crop stress caused by environmental factors like drought, excessive water, extreme temperatures, hail and wind damage which negatively impact growth, development and yield. Crops under stress yield less. Stoller has developed a season-long approach to optimizing plant growth and helping farmers maximize the yield potential of their crops through the use of plant growth regulators along with secondary and micronutrients, which, when used properly, help plants reduce the negative effects of abiotic stress.

## WHAT ARE PGR'S?

PGR stands for Plant Growth Regulator. PGR's are often known as plant hormones (phytohormones). They are signaling molecules produced within plants that control all aspects of growth and development from initiation of germination to production of seed to final plant maturity.



**“ROOTS ARE THE BRAINS OF THE PLANT” -JERRY STOLLER**

Roots perform critical functions in plants. In addition to facilitating uptake of water and nutrients, most plant hormones are made in the root tips. These hormones regulate critical functions in the plant. Any interruption in optimum root growth negatively effects the hormone balance which leads to loss of yield potential.