

# CONNECTIVITY™

## NEWS FOR THE CANADIAN ProVM MARKET

### THE IMPORTANCE OF FORECASTING

Forecasting is a key element in conducting any business. The realism that good forecasting provides can help you develop and improve your strategic plans by increasing your knowledge of the marketplace in which you operate. The forecast that you or your sales force generates is the source of information that allows you to manage virtually all aspects of your business.

**Here are 5 ways in which forecasting can improve your business:**

- 1) Planning** - When you make a forecast, you are also planning future activities, providing a business plan for the upcoming year or season. Assuming that you have a quota to fill, forecasting is the tool that identifies significant gaps or overages. By forecasting earlier, you afford yourself more time to create action plans aimed at overcoming any predicted challenges.
- 2) Demand** - A forecast is your best tool to get a good estimate of the demand for the products or services you sell. This will allow you to more accurately resource your business to meet those demands, making the best decisions about hiring [permanent or temporary], marketing and expansion.
- 3) Supply Chain Management** - The more accurate the forecast, the better prepared your company will be to manage inventory, avoiding both overstocked and stock-out situations. Stable inventory also means better management of the services you provide, and offers opportunity to take advantage of just-in-time ordering.
- 4) Financial planning** - Anticipating sales gives you the information you need to predict revenue and profit. Having a solid forecast at your disposal also gives you the ability to explore possibilities to increase both revenue and net income.
- 5) Marketing** - An advanced look at future business offers the opportunity to schedule promotions if it appears sales will be weak. In extreme cases, forecasts may lead to discontinuing certain products or services.

At Univar, we embrace the challenge of forecasting as a means to make a positive impact on both our suppliers and customers. This month, we will ask for the help of customers to devise our own forecasts and give us feedback on our areas for improvement, with an ultimate goal to enhance our service and help the industry thrive.

#### Submit your Forecast

Submit your ProVM product forecast to Univar this February for a chance to win **225,000 Rewards points**, a \$1000 value. [Click here](#) to start.

#### How are we doing?

Complete our 7 minute survey and you can earn a chance to win our **225,000 Rewards points** giveaway. [Click here](#) to start.

#### 2017 Rewards Program

Get the details on monthly bonus promotions will be featured in *Connectivity* each month. [Click here](#) to review!

**Rewards**  
BY UNIVAR



Check out our  
**FEATURED SUPPLIER CLASSES**  
to learn more about products  
from Univar.

<p><b>BASF</b> We create chemistry</p>	<p><b>Esplanade</b></p>	<p><b>DOW</b> Dow AgroSciences</p>
<p><b>BASF VM Product Portfolio Training Course</b> The BASF VM Product Portfolio Training Course is an in depth training course covering 3 products, Arsenal Powerline, Overdrive and Banvel VM. The course covers important product characteristics such as an explanation of che... <a href="#">Read More</a></p> <p><a href="#">View</a></p>	<p><b>Esplanade Training Course</b> The Esplanade Training Course is an in depth training course covering the product Esplanade from Bayer CropScience. The course covers important product characteristics such as an explanation of che... <a href="#">Read More</a></p> <p><a href="#">View</a></p>	<p><b>Prepping your sprayer after winter, from Dow AgroSciences</b> In this video from Dow AgroSciences, expert Tom Wolf gives a crash course in how to prepare your sprayer after bringing it out of winter storage.</p> <p><a href="#">View</a></p>



## EVEN OUT HERE, CURB APPEAL MATTERS.

Get fast-acting control plus a unique mode of action for glyphosate and Group-2 resistance management.

**Overdrive®**  
Herbicide

Now in a more convenient, 8 hectare jug.

Overdrive® herbicide uses an ultra-low rate to deliver post-emergent, broad-spectrum control of broadleaf weeds, including resistant biotypes in bare-ground, roadside and range and pasture applications. For more information on Overdrive, please visit [www.BetterVM.ca](http://www.BetterVM.ca).

 **BASF**  
We create chemistry

**Always read and follow label directions.**

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## IVM EXPERTS

### BRINGING INNOVATION TO VEGETATION MANAGERS. IT'S WHAT WE DO.

Weed pressures are always expanding. So is our commitment to developing solutions for your integrated vegetation management.



With more than 50 years as leaders in vegetation management, the IVM Experts at Dow AgroSciences continue to bring innovation to the Canadian market through their unique combination of local expertise and a global research and development pipeline.

“By working closely with the Canadian vegetation management industry, we continue to find new ways to support our customers and provide effective solutions based on their needs,” says Carmen Holding, Specialties Product Manager with Dow AgroSciences.

Answering a need for more problem broadleaf weed control options, Dow AgroSciences is pleased to bring OcTTain™ XL to the Canadian vegetation management market for 2017.

As one of Western Canada's most trusted and widely used broadleaf herbicides in crop production, OcTTain XL is a proven performer. This Group 4 herbicide provides effective, economical control of a broad spectrum of annual broadleaf weeds, including resistant kochia.

“Dow AgroSciences provides vegetation managers from coast to coast with a portfolio of product options, resources and stewardship training to support their work,” says Holding. “We are pleased to add OcTTain XL as a valued solution to the range of products we currently offer.”

OcTTain XL will provide an effective, economical herbicide solution on rights of way and roadsides, where grass health is critical to the success of vegetation management programs.

With this announcement, Dow AgroSciences is expanding on a broad portfolio of strong performers available to vegetation managers, including ClearView™, Milestone™ and Sightline™ herbicides.

OcTTain™ XL is approved for use on industrial sites, railways, roadsides, rights of way and rangeland by the Pest Management Regulatory Agency.

Dow AgroSciences IVM products provide long-term control for cost-effective vegetation management. To learn more, talk to a Dow AgroSciences IVM Expert or visit [ivmexperts.ca](http://ivmexperts.ca).



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## Pests in the News

### [Report: Invasive Species Could Cost Washington State Businesses, Agencies \\$1.3 Billion](#)

A new report released today pegs the economic impact of 23 of the most damaging invasive species in Washington at \$1.3 billion a year and a loss of 8,000 jobs...

### [Waterhemp found in Manitoba](#)

Waterhemp, a bothersome weed for growers in Iowa and Illinois, is now in Manitoba...

### [New villains top Manitoba's worst weed threat list](#)

The top 10 list of weeds in Manitoba has undergone radical changes in the last 20 years. Green foxtail remains the...

### [Multiple modes of action kills weeds, prevents resistance](#)

Growers have long been told they need to rotate herbicide modes of action and even use multiple modes of action at the same time to slow the development of herbicide resistant weeds...

### [How far do invasive species travel?](#)

As a result of the globalization of trade and transport, in the past decades, tens of thousands of species have spread into regions...

### [Creating a better process for assessing pasture](#)

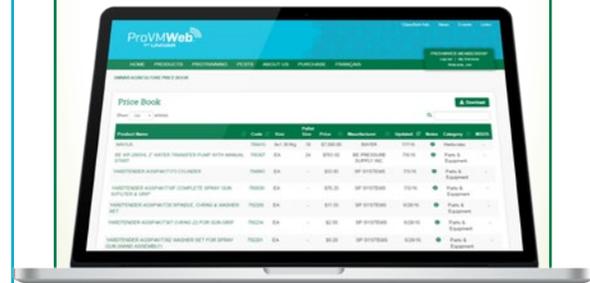
Following in the footsteps of our Prairie neighbours, Manitoba is working towards developing a customized rangeland and pasture health assessment...

### [This is not good — triple-resistant kochia has entered Alberta](#)

Kochia, one of Western Canada's most abundant and economically devastating weed species, has won another major battle in overcoming herbicide...

## Did You Know?

You can access the [ProVMWeb Price Book](#) anytime, anywhere, for up to date price listings on Univar Environmental Sciences products.



**ProVMWeb**  
BY UNIVAR

## Industry News

### [Press Release: Sales & Service of Torpedo now handled by Dow AgroSciences](#)

Nufarm Agriculture Inc and Dow AgroSciences Canada Inc. recently announced a marketing collaboration on Torpedo Herbicide for the Canadian Industrial Vegetation Management (IVM) market...

### [Agricultural service board supports resolutions - Mountain View Gazette](#)

The Mountain View County agricultural service board has come out in support of three resolutions set to come before the 72nd annual provincial agricultural service board conference...

### [Myth busting: Is agricultural pesticide use in the US, and its impact, going down or up?](#)

In recent years, the overwhelming evidence supporting the safety of GMO crops...

### [Herbicide Tankmixes - 4 Tips For Improving The Odds](#)

Here's the scary part about weed resistance...From the very first application of a new herbicide, the targeted weed already is trying to gain resistance...

### [Brush up on your weed ID skills here: Twitter - Dow Agro Solutions Center](#)

### [Adjuvant Calculator: Twitter - Dow Agro Solutions Center](#)

This Volume-to-Volume calculator can help you determine how much adjuvant to add to your tank this spring.

## Upcoming Events

### [3rd National Invasive Species Forum](#)

Ottawa ON, Feb 28 - Mar 2, 2017

### [PVMA 2017 Spring Conference and Tradeshow](#)

Edmonton AB, Feb 28 - Mar 2, 2017

### [Ontario Invasive Plant Council Winter Webinar Series](#)

- Webinar #4 - Wednesday February 8th @ 12 noon: Update on Invasive Species Act
- Webinar #5 - Wednesday February 22nd @ 12 noon: Successful Management of Phragmites

### [Invasive Species Council of BC Forum & AGM](#)

Richmond BC, February 7-8