





NEW
Imperial Whitetail
Destination
Delivers Five Forage
Components

Designed for planting in the fall, the Whitetail Institute's new annual, Imperial Whitetail Destination, combines five highly attractive Whitetail Institute forage components to deliver an incredibly lush, palatable food source with phenomenal attractiveness to deer from fall through winter. All five components are proprietary to the Whitetail Institute and are only available in Whitetail Institute products.

Simply stated, Destination is one of the most attractive fall annual food plot products the Whitetail Institute has ever offered. Destination is designed, first and foremost, to be extremely attractive to deer. Further, Destination is formulated to establish quickly, exhibit early seedling vigor, grow rapidly and provide high nutritional content. Again, while the Whitetail Institute considers all these characteristics important, the most important of all is attractiveness to deer.

Destination meets the Whitetail Institute's superior-performance requirements through its components—five proprietary Whitetail Institute seeds that have all proven themselves through our research efforts and over time to be extremely attractive to deer. As such, Destination is an excellent example of the Whitetail Institute's practice of developing blends of complementary forages in order to sustain

maximum attractiveness of the stand over the long term.

To explain, you may have noticed that most Whitetail Institute food plot products are blends of different plant varieties. That's because one type of forage plant can rarely maximize performance in all the categories for which the Whitetail Institute tests. That's why when developing Destination the Whitetail Institute thoroughly researched and selected multiple complementary plant varieties to boost attraction for the early hunting season as well as the late hunting season, and then combined them in the optimum ratios as shown by Whitetail Institute testing. The exhaustive research and testing to develop food plot products that perform up to the Institute's relentless expectations is one reason Whitetail Institute food plot products continue to dominate the market. This is accomplished by combining various components in different proportions and then testing them on wild, free-ranging deer until the Institute identifies the optimum seed varieties and ratios to maximize attraction over the longest period of time. Each of the forage components in Destination were selected and then combined with the other components so that no matter what time of fall or winter it is, deer will have multiple extremely attractive forages available to them.

Early Fall Through Late Fall. Three forage components of Destination are primarily responsible for its early-season performance: Whitetail Oats, WINA 214 Pea and Alex Berseem clover.

The exceptional attractiveness of Whitetail Oats will come as no surprise to anyone who's familiar with another Whitetail Institute annual food plot product, Whitetail Oats PLUS. When it comes to attracting deer, all oat varieties definitely are NOT the same. In a nutshell, Whitetail Oats, the backbone component in Whitetail Oats

PLUS, is the most attractive oat variety the Whitetail Institute has ever tested. (You can find out more about Whitetail Oats PLUS in the article on page 10 of this issue of *Whitetail News*.) Winter Peas varieties also vary quite a bit in their attractiveness to deer. WINA 204 Pea is a high-sugar pea that has consistently proven itself in side-by-side cafeteria tests across North America to be vastly more attractive than any other pea variety the Whitetail Institute tested. WINA 204 Pea is also high in protein and cold tolerant. Alex Berseem is an annual clover that has long performed double duty in other Whitetail Institute products —as a complementary early attractant in many Whitetail Institute annuals, and as a fast green-up component in many Whitetail Institute perennials. In both cases, its primary benefit is to attract deer to a food plot as soon after planting as possible.

Fall Through Winter. Destination's two other forage components, WINA 210 Kale and WINA 412 Radish, complement the early fall components by increasing tonnage and boosting attraction even further by adding variety to the planting. Once frosts arrive, enzymes in the kale and radishes convert starches in the foliage to sugars, making them even more attractive to deer and providing deer with high carbohydrates through winter. The thick, deeply rooted tubers produced by WINA 412 Radish also continue to act as a much-needed food source for deer through the coldest winter months.

Destination is available in 9-pound bags that plant 1/4 acre. Sites with moderately light to medium-heavy soils are optimum. Avoid wet bottom areas. Destination requires a minimum of 3-4 hours of filtered or indirect sunlight a day. For additional information about Destination, go to whitetailinstitute.com or call the Whitetail Institute at (800) 688-3030. 🦌

Research = Results

Imperial Whitetail[®]
Destination[™]

- Extremely attractive to deer from fall through winter.
- A high-protein, high-energy forage for deer.
- Contains the following Whitetail Institute Proprietary seeds: WINA 204 Peas, WINA 412 Radish, Whitetail Oats, WINA 210 Kale and Alex Berseem Clover.
- Helps hold deer on your property.
- Establishes and grows quickly.
- Easy to plant.

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Since 1988

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