



■ **William Cousins** - VP/GM Whitetail Institute

# TAKE THESE 2 BIG STEPS TO BOOST FOOD PLOT SUCCESS

I hope everyone had a great hunting season. Although deer hunting is finished in most parts of North America, don't forget that getting ready for the 2024 season starts now if you're serious about maximizing your chances for success. Here are a couple of things you need to think about at this time of year.

**Rejuvenating last year's food plots:** The most immediate thing to consider is frost seeding. Frost seeding is a process used to rejuvenate a perennial plot planted the previous fall or convert an annual plot for which a seedbed was prepared the previous fall into a perennial plot. In simplest terms, just broadcast Imperial Whitetail Clover or Fusion into the food plot in late winter, when the soil is thawing during the day and refreezing at night. This will also help you get ahead of

weeds that will appear later in spring and summer. Later in spring, also perform soil tests, and lime as recommended by the lab. And mow and use Arrest MAX and/or Slay as appropriate to control weeds in existing perennials.

**Seed selection:** Also, be sure you're aware of the benefits of planting seed that has been prepared to maximize success. Whitetail Institute seeds are designed that way. Whether you plant Whitetail Institute seeds or something else, though, there are a few universal things to look for before buying. One big factor affecting a seed's survivability after germination is a high-quality coating. Whitetail Institute coats seeds that can benefit from coatings with the most modern coating technology available. This includes Rainbond, a high-tech

polymer coating that provides several crucial functions. Perhaps the most important boost it brings to seedling survival is its ability to soak in up to 200 times its weight in moisture from the soil and keep it right next to the seed as it germinates and grows. The survivability of coated seed versus non-coated seed is huge. It can mean the difference between life or death for the seedling in times of inconsistent rainfall. Whitetail Institute coatings also contain the correct inoculants for the seed and fungicide, if needed. Not all seed manufacturers take those extra steps. Whitetail Institute does because it maximizes seedling survivability.

— William



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