

# INNOVATION

## NEVER STOPS



### Innovation Never Stops

Episode 7 Classroom Materials



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## Welcome

Get ready to explore how science, technology and creativity are transforming agriculture every day. In this series, you'll learn how Helena Agri-Enterprises helps farmers grow healthier crops, protect the environment and feed the world using tools and ideas that are always evolving. In Episode 7, join us as we spotlight the growers, agronomists and product experts pushing agriculture forward. Through real-world experiences and on-farm insights, this episode explores how innovation is helping farmers protect yields, manage resistance and get more from every acre. This episode celebrates the collaboration between farmers and Helena to push boundaries, solve the "impossible" and build a stronger, more resilient future for agriculture.

Whether you're curious about ag careers, new farming techniques or how innovation impacts your community, this series will show you that in agriculture, innovation never stops—and neither do the people behind it.

Let's dive in and discover the future of farming together!



## Objectives

1. Students will **explain** how strong supplier relationships provide access to new ideas, tools and technologies that keep operations advancing with modern demands.
2. Students will **discuss** how combining new active ingredients, introducing new product lines and evolving formulations allows farms to stay ahead of challenges such as resistance and resource scarcity.
3. Students will **assess** how factors such as soil variability, weather conditions, resource limitations and technological advancements influence cropping, fertilizer and herbicide decisions—and how innovation supports resilience in real world farm operations.

## Did You know?

1. Helena Products Group (HPG) was established in 1994 at Agricenter International in Memphis, Tennessee. HPG houses a laboratory, research and development operation and training center, investing millions annually in the discovery of new agricultural technology.
2. Helena's Innovation Center in Tennessee conducts years of lab and field testing before a new product ever reaches a farm—ensuring formulations work across crops.
3. Helena's commitment to research exceeds \$4 million in 3rd party trials that study the impact of new technology on a variety of crops in over 40 states.
4. Many of Helena's innovations are built through direct collaboration with growers, who test formulations on their own fields to help researchers evaluate efficacy and refine performance.
5. The Innovation Never Stops series shows that Helena partners with growers nationwide—from Louisiana sugarcane fields to Pennsylvania livestock operations and Idaho potato farms—to ensure their products meet the unique needs of different crops and climates.

## Vocabulary

**Adjuvant**- A substance that is added to a pesticide product or pesticide spray mixture to enhance the pesticide's performance and/or the physical properties of the spray mixture. See Helena Corporate (Adjuvants) in Recommended Resources for more.

**AGRIntelligence**<sup>®</sup>- AGRIntelligence optimizes seed, fertilizer, crop protection chemistry and Helena products for each unique operation. Helena AGRIntelligence Technicians, along with knowledgeable sales staff, can assist growers with data collection, analysis, recommendations and the tools needed to collect and process the information to drive decisions. See Helena Corporate (AGRIntelligence) in Recommended Resources for more.

**Coron**<sup>®</sup> Brands- Coron is a unique, controlled-release source of nutrition that provides customers with superior foliar fertility by addressing in-season needs with adhesive properties for increased absorption and uptake. See Helena Corporate (Coron) in Recommended Resources for more.

**Enertia**<sup>®</sup>- Enertia is an enzyme-based, biological soybean seed treatment that strengthens plant growth and yield potential by increasing microbial activity in the root zone. See Helena Corporate (Enertia) in Recommended Resources for more.

**Extractor**<sup>®</sup>-Extractor is an exclusive plant tissue analysis program where plant samples are collected from the field often partnered with the Inspex<sup>®</sup> program. These plant tissue samples are delivered and analyzed by certified labs to determine the plant health and actual nutrient levels of the plant. These results allow Helena to better understand the true condition of the plant in order to make in-season adjustments ensuring that the crop is receiving the necessary nutrients to maximize yield potential. See Helena Corporate (Digital Products) in Recommended Resources for more.

**Fertilizer**- A substance added to soil to enhance its fertility and provide essential nutrients for plant growth. [Agriculture Fertilizer | Definition, Types And Uses | 2025](#)

**Formulation Development**- The process of creating and improving agricultural products—like herbicides, fertilizers and adjuvants—so they work better, stay where they're applied, mix well with other products and help crops grow more effectively.

## Vocabulary

**Formulation Technology**- The development of chemistries specifically designed to enhance formulations that improve performance but also provide consistent, reliable results. See Helena Corporate (Formulation Technology) in Recommended Resources for more.

**Grounded**<sup>®</sup>- Grounded is a soil and spray deposition agent that improves the efficacy and adsorption of soil-applied herbicides, improves drift control and enhances application efficiency. With Grounded, you get proven quality and performance that can improve results from your herbicide inputs. See Helena Corporate (Grounded) in Recommended Resources for more.

**Herbicide**- Chemicals used to manipulate or control undesirable vegetation. [Herbicides | US EPA](#)

**Hydra-Hume**<sup>®</sup>- Hydra-Hume is a fertilizer efficiency tool available in dry or liquid form that helps growers maximize the value of applied fertilizer. It improves nutrient uptake and reduces nitrogen and phosphorus loss through leaching. See Helena Corporate (Hydra-Hume) in Recommended Resources for more.

**HyGround**<sup>®</sup>- HyGround is a soil analysis product that uses a highly efficient and cost-effective smart sampling method to provide an accurate picture of field variability. Working hand in hand with the grower, Helena agronomy specialists sample, analyze and advise based on each field's unique needs. See Helena Corporate (Digital Products) in Recommended Resources for more.

**Megafof**<sup>®</sup>- Megafof is a foliar nutrient supplement of 3-0-8 that strengthens crop vitality and helps crops recover more quickly from growing stresses with precision plant extracts. See Helena Corporate (Megafof) in Recommended Resources for more.

**Moveo**<sup>®</sup> **Formulation Technology**- A Helena formulation technology specifically designed to optimize the performance and handling of herbicides. It enhances absorption and uptake for more efficient weed control, reduces odor for use around sensitive areas and improves compatibility and performance with tank mix partners. See Helena Corporate (Formulation Technology) in Recommended Resources for more.

## Vocabulary

**Nucleus® Ortho-Phos-** Nucleus Ortho-Phos is a low salt, 8-24-0 starter fertilizer that contains readily available orthophosphate. Enhanced with Nutris Formulation Technology®, Nucleus Ortho-Phos increases nutrient availability to create efficiencies for faster, more uniform emergence and improved plant vigor. See Helena Corporate (Nucleus Ortho-Phos) in Recommended Resources for more.

**Nutritional-** Product that supplies essential nutrients to plants via soil or foliar application, enhancing growth and overall performance. It includes micronutrients, foliar fertilizers, controlled-release nitrogen and phosphite formulations.

**R&D (Research and Development)-** The R&D Department at Helena Products Group researches and develops new agricultural products or improves existing ones through field testing. Their goal is to meet growers' needs by ensuring product performance and profitability.

**SolvX® Formulation Technology-** SolvX Formulation Technology is a petroleum solvent-free, co-formulation system, optimized for specific active ingredients, to enhance overall performance and ease of use. See Helena Corporate (Formulation Technologies) in Recommended Resources for more.

**Trycera®-** Selective broadleaf herbicide with a patented triclopyr formulation containing Moveo Formulation Technology that improves efficacy by enhancing herbicide coverage and penetration while preventing mixing problems. See Helena Corporate (Trycera) in Recommended Resources for more.

**Zypro®-** Zypro from Helena delivers protected enzymes to the soil to enhance root effectiveness and strengthen early plant growth. Using VersaShield® Formulation Technology, Zypro's enzymes are stabilized to fit seamlessly into fertilizer systems and produce a consistent biological response for up to 60 days. See Helena Corporate (Zypro) in Recommended Resources for more.

## Discussion Questions

1. How is technological advancement changing modern farming practices? Consider examples from the episode such as fertilizer innovations, adjuvants, seed technology, mode of action diversity, etc.

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2. How does the partnership between Helena and growers drive continuous improvement and innovation in agricultural practices?

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3. Helena emphasizes blending compatibility and flexibility in their product development. Why is it important for new herbicides and fertilizers to work well with other products farmers are already using?

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4. What role does research play in bringing new products to market? Why is it important that research is done across numerous geographies and results remain unbiased?

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5. How does Helena's commitment to new ideas and products help farmers keep up with rapidly advancing agricultural technology?

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## Recommended Resources

Innovation Never Stops Series

[Innovation Never Stops - Helena Agri-Enterprises](#)

Helena Careers

[Helena Agri-Enterprises | Powerhouse of Agronomic Solutions](#)

Helena Corporate

[Helena Agri-Enterprises](#)

Adjuvants

[Adjuvants - Helena Agri-Enterprises](#)

AGRIntelligence

[AGRIntelligence - Helena Agri-Enterprises](#)

Coron

[Coron Metra - Helena Agri-Enterprises](#)

Digital Products

[Digital Products - Helena Agri-Enterprises](#)

Enertia

[Enertia - Helena Agri-Enterprises](#)

Formulation Technologies

[Formulation Technologies - Helena Agri-Enterprises](#)

Grounded

[Grounded - Helena Agri-Enterprises](#)

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