

Trait Value Today[®]

Select, Respect, Protect.

December 2006



More Growers are Using Roundup Ready[®] Technology

In 2006, Roundup Ready[®] Corn 2 hybrids were planted on more acres than ever before. In fact, 25% of the acres in Eastern Canada were planted using the Roundup Ready Corn 2 system¹. Why are more growers using it? "They tell us they switched for profitability," says Mark Lawton, Seed and Trait Technical Lead for Monsanto Canada. "It's the whole package, with flexible weed control, incredible plant health, and high-yielding genetics."

Monsanto is committed to the proper use and long-term effectiveness of its proprietary herbicide brands through a four-part stewardship program: developing appropriate weed control recommendations; continuing research to refine and update recommendations; education on the importance of good weed management practices; and responding to repeated weed control inquiries through a product performance evaluation program.

Stewardship Recommendations

- Scout your fields before and after herbicide application.
- Start with a clean field, using either a burndown herbicide application or tillage.
- Control weeds early when they are small.
- Add other herbicides (e.g. a selective and/or a residual herbicide) and cultural practices (e.g. tillage or crop rotation) as part of your Roundup Ready cropping system where appropriate.
- Use the right herbicide product at the right rate and the right time.
- Control weed escapes and prevent weeds from setting seeds.
- Clean equipment before moving from field to field to minimize spread of weed seed.
- Use new commercial seed as free from weed seed as possible.

Report any incidence of repeated non-performance on a particular weed to the local Monsanto representative, retailer, or the CustomCare[®] line at 1-800-667-4944.

¹Brand Health and Image Study, Stratus AgriMarketing, 2006.

Congratulations to Sieger Kloostra of Codrington, Ontario, the winner of the Roundup Ready Corn 2 Summer Contest!

Who needs to have a Technology Advantage Partner Number?

All growers/farm entities that plant Roundup Ready technology are required to have a Technology Advantage Partner number. A simple rule of thumb to use is that the person/entity who owns the crop requires a Technology Advantage Partner number.

What if I farm with my brother?

If the farming operation is one entity then you only require a Technology Advantage Partner number in the name of the operation. If each brother has his own operation, then each would require a Technology Advantage Partner number.

What if I have my crop custom planted?

You need to purchase the seed from a licensed Monsanto dealer. The custom planter can plant your seed, but your farm must purchase it. A custom planter will probably not be a licensed Monsanto dealer, and is therefore not authorized to sell Monsanto Technology.

What if I share crop my farm?

The person who owns the crop is the person who is required to have a Technology Advantage Partner number and sign a Technology Use Agreement.

How do I obtain a Technology Advantage Partner number?

Please call CustomCare at 1-800-667-4944 and a representative will be happy to assist you.

2007 Technology Advantage Partner (TAP) cards have been distributed for Eastern Canada. If you have not received yours or you would like to apply for one, please call CustomCare at 1-800-667-4944.

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