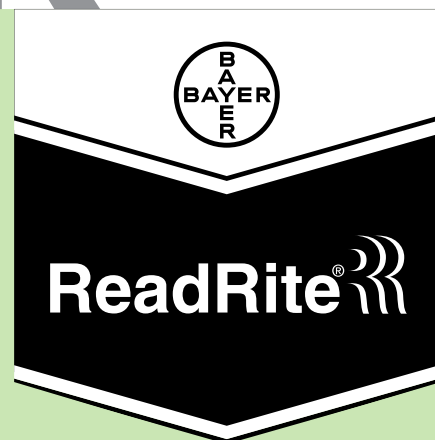


# crop talk

## ReadRite makes accurate on-farm grain diagnostics easy and affordable



As part of its ongoing commitment to support agricultural technology, Bayer CropScience, in partnership with Australian-based Tyrian Diagnostics, recently introduced the ReadRite® Grain Diagnostics tool which gives growers an accurate, inexpensive way to test wheat and other grains without having to wait for conventional test results.

### PRE-MATURE SPROUTING REDUCES QUALITY

Given the right combination of moisture and temperature, wheat can sprout prematurely. This increases the production of alpha-amylase enzymes, which can break down starch, changing the structure of flour and reducing the quality of products made from the flour. It can reduce mixing strength, cause sticky dough and affect loaf volume and shelf life. For pasta, sprouting can increase cooking loss, produce softer cooked pasta and reduce shelf life.

Once present, alpha-amylase is impossible to remove from wheat. Just a small concentration – 0.1 to 0.5 percent severe sprout – reduces wheat quality by several grades and nearly C\$60/metric tonne.

Up to now, predicting alpha-amylase content for grain trade and the milling and baking industry has relied on a combination of visual inspection and laboratory testing using a conventional falling number test. However, this complicated test requires costly laboratory equipment to estimate alpha-amylase activity in wheat, not to mention the long waits to get results.

### GET ACCURATE RESULTS IN LESS THAN FIVE MINUTES

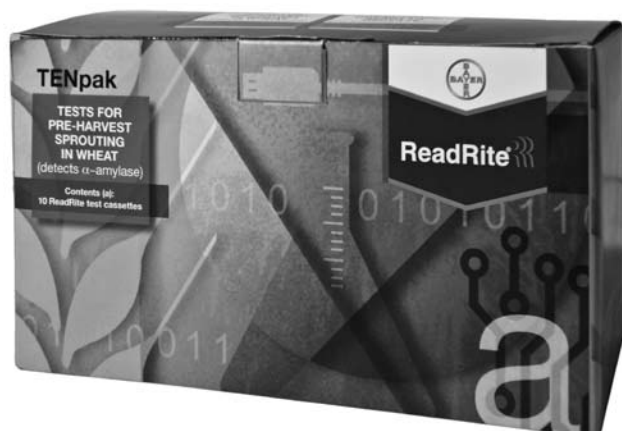
That's all changed. The ReadRite system measures the degree of weather damage from pre-harvest sprouting wheat. It quickly measures the concentration of alpha-amylase in a wheat sample and estimates the falling number. Best of all, there are no special technical skills or complex equipment required. Results are ready in minutes, instead of days!

With test results in hand, growers will have the information to:

- Accurately measure the quality of wheat
- Assess crop damage
- Determine harvesting priority – the highest quality get done first, leaving the poorest quality until last
- Determine which grain should be stored together or separately.

So now with one easy-to-use tool, growers can manage risk by making the most efficient use of storage, responding to a major weather event or simply assessing the quality of wheat throughout the growing season. That's innovation, right on the farm.

Want to know more? Contact your local Bayer CropScience representative.



Bayer CropScience



# Prosper FX – it's what all the best seeds are wearing

Your canola crop deserves the best possible start. Protect it from yield-robbing diseases and flea beetles with Prosper® FX canola seed treatment. A combination of four active ingredients in one treatment, Prosper FX is the most innovative canola seed treatment on the market.

## SUPERIOR DISEASE PROTECTION. EFFECTIVE INSECT CONTROL.

Trifloxystrobin is a strobilurin fungicide that has proven very effective against *Rhizoctonia solani*, the most significant disease threat affecting canola stand establishment according to Agriculture and Agri-Food Canada. It also protects against seed- and soil-borne diseases like fusarium, seed-borne blackleg and alternaria as well as pythium.

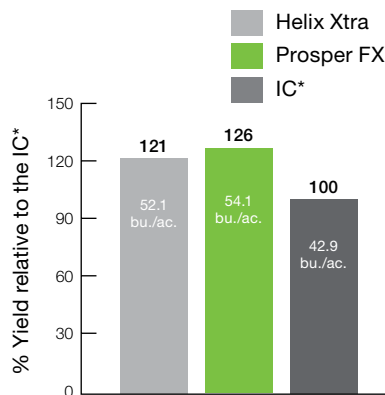
Along with superior disease protection, Prosper FX also controls flea beetles up to the 4-leaf stage which allows the plants to get out of the ground with less stress and establish themselves better which ultimately increases yield potential.

Enhancements in formulation have reduced dust off ensuring that Prosper FX stays on seed, maximizing its protective capabilities.

Prosper FX is exceptionally safe on seed with no negative impact on germination or vigor of canola seed, even 18 months after treatment.

With Prosper FX, canola has a fighting chance against both disease and insect pressure. Make sure your seed is treated with the respect it deserves.

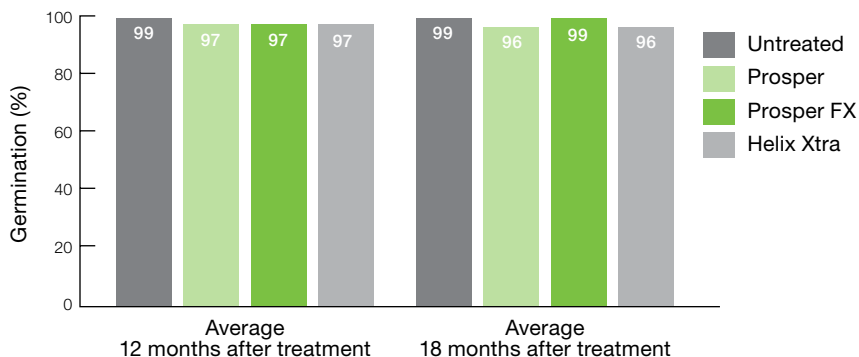
## Grain Yield – Rhizocotonia or Fusarium inoculated Field Trials



\*IC = inoculated untreated check

Source: 2005 – 2005-2006 Bayer CropScience Research Trials.

## Seed Safety



Source: 2005 – Bayer CropScience Internal Research Trials with 3 cultivars.

# Nothing outperforms InVigor.

See for yourself.

No two growing seasons are the same. No two fields are the same. Even areas within a field can differ dramatically. Consistency over many years and across many environments is the only real measure of performance. And not just its potential but its ability to deliver that potential. Year in and year out.

The InVigor® Demonstration Strip Trial (DST) program is a large scale trial program that puts all hybrids and varieties on a level playing field. Two replications of each trial are grown in the same DST, allowing for better accuracy within a field when comparing different hybrids or varieties.

To ensure that performance data is accurate, the agronomic practices must be the same on all the plots being compared. Criteria used are as follows:

- Same field: Same history
- Same seeding date
- Replicated trials on the same field to produce good data
- Same spray date with equivalent weed control programs
- Equivalent disease control programs
- Swathing timing appropriate to maturity of hybrids
- Consistent swath width

Visit [InVigorResults.ca](http://InVigorResults.ca)

So what are the results in your growing region? Well, the best way to find out is to check out the InVigor Results website. Click on Western Canada DST Results for 2009. You'll see the results of InVigor varieties compared to Pioneer Hi-Bred® and Dekalb® varieties by province and growing region. It's a quick and easy way to see how InVigor performed where you farm.



# Bayer CropScience awards \$10,000 in scholarships to U of S ag students

Three years ago, Bayer CropScience celebrated ten years of growing success with InVigor hybrid canola. To mark the anniversary, Bayer CropScience committed to offer \$10,000 in scholarships for three years to recognize students within the College of Agriculture and Bioresources at the University of Saskatchewan.

"The next generation of graduates from agricultural programs at Canadian universities will be entering the workforce at a very exciting time," said Brad Ewankiw, Oilseeds Marketing Manager. "That's why we wanted to support these students by offering four \$2,500 scholarships."

To be eligible, undergraduate students were asked to submit their thoughts and recommendations in essay form to the following question: What are some ways the canola industry, from manufacturers to growers, and distributors to consumers, can help ensure Canada grows 15 million tonnes of canola by 2015?

"The response to this year's challenge has been excellent," said Ewankiw. "We'll be formally announcing the winners in November at the University of Saskatchewan's Bean Feed Gala and the winning essays will be published in the *Western Producer*. This is just one more way Bayer CropScience is investing in Canada's agricultural future."



## New Liberty and Trait Agreement lowers Liberty price, unlocks InVigor yield potential

Good news for InVigor canola growers! The suggested retail price of Liberty® 150SN herbicide is coming down substantially while the seed bag cost of InVigor hybrid canola is increasing on an equal basis to now include a trait fee.

"We are shifting the cost from the herbicide to the seed to make Liberty more affordable and flexible," explains Blaine Woycheshin, Liberty and Trait Agreement Manager. "By including a trait fee, we will be able to unlock yield potential as well as

making Liberty herbicide more affordable as a resistance management tool. It's really a win-win for everyone."

Liberty's unique mode of action makes it the only Group 10 herbicide and is ideal for resistance management for Group 2-resistant weeds. As well, the lower herbicide cost enhances grower options for sharper weed control and higher yield:

- 2-Pass application reduces the challenges of different weed stages. Treat first flushes for early weed removal and a follow up application controls the second flush, if necessary. Rebates for 2-Pass applications are no longer required!
- Higher labelled rates provide sharper weed control for difficult to control weeds, such as cleavers.

As part of the pricing change, Bayer CropScience is introducing a one-time Liberty and Trait Agreement (LTA) between Liberty customers and Bayer CropScience.

Also included in the LTA is TraitGuard™,

a program designed to protect growers of InVigor hybrid canola from early season crop establishment risk. This program reimburses the trait fee that is included in each bag of InVigor canola seed that is reseeded or taken out of production by June 30th, 2010.

"Similar to our current bag license, this is a signed agreement between the user of Liberty herbicide, InVigor hybrid canola and other LibertyLink seed and Bayer CropScience," says Woycheshin. "This change reinforces Bayer CropScience's commitment to providing leading edge agronomic solutions and trait technologies to Canadian growers."

Growers can sign-up through their local retail. Quick and easy, the process only takes five minutes and only has to be done once. There is also the option to sign-up directly online. The LTA remains valid from the date of sign-up until either the grower or Bayer CropScience terminates the agreement.



# Early Book InVigor and Save!

Growers who book their InVigor hybrid canola seed by January 30, 2010, are eligible to save big on an acre-for-acre basis on a wide variety of Bayer CropScience products including:

- \$1 per acre on Infinity®, Raxil®, Trilex® AL and Decis®/Sevin® XLR
- \$2 per acre on Velocity™m3 and Folicur®
- \$3 per acre on Proline™ and Rovral® flo



## Save with InVigor

Save on these products (acre for acre)	InVigor early book (per acre)
Infinity Including Infinity iPak™ with Horizon®	\$1.00
Velocity m3	\$2.00
Folicur	\$2.00
Proline	\$3.00
Rovral Flo	\$3.00
Raxil	\$1.00
Trilex AL	\$1.00
Decis/ Sevin XLR	\$1.00

## Calculation Rate

The following standard acreage per unit will be used as the basis for all calculations:

Product	Acres per unit
InVigor Hybrid Canola	10 acres per bag
Proline	40 acres per jug
Rovral Flo	10 acres per jug
Decis	40 acres per jug
Sevin XLR	50 acres per jug
Folicur	40 acres per jug
RAXIL T	100 acres per jug
RAXIL MD	80 acres per jug
Trilex Al	80 acres per jug
Infinity	20 acres per jug
Velocity m3	20 acres per CASE

*The rebate on Proline, Decis, Sevin, Rovral, Folicur, Infinity, Trilex AL, Raxil and Velocity m3 is limited to the total acres of InVigor hybrids booked by January 30, 2010.*

## Sign up for BayerValue

Growers who have redeemed in the 2006-2009 BayerValue Grower Programs are automatically enrolled in the 2010 BayerValue Grower Program. For those who haven't participated, it's easy to sign up. There are three ways to register:

1. Online at [BayerCropScience.ca](http://BayerCropScience.ca).
2. Call the Bayer CropScience Rebate Fulfillment Interaction Center at 1 888-283-6847.
3. Through local retailers.

### Important Dates

To qualify, growers must be registered before May 1, 2010. All products must be purchased between September 1, 2009 and September 30, 2010.



Always read and follow label directions.  
Decis®, Folicur®, Infinity®, InVigor®, iPak™, Liberty®, Prosper®, Proline™, Raxil®, ReadRite®, Rovral®, Sevin®, TraitGuard™, Trilex® and Velocity™ are trademarks of Bayer.  
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