



MONSANTO CANADA INC.  
900 – One Research Road  
WINNIPEG, MANITOBA R3T 6E3  
PHONE (204) 985-1000  
FAX (204) 488-4899

## NEWS RELEASE

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### **Two new trait technology platforms highlight 2010 DEKALB® lineup** *- Eighteen new corn hybrids and nine new soybean varieties available –*

(Woodstock, Ontario - September 21, 2009) -- DEKALB brand seed used the backdrop of the 2009 edition of Canada's Outdoor Farm Show in Woodstock, Ontario, last week to announce their 2010 seed lineup, which features two new trait technology platforms – Genuity™ SmartStax™ corn and Genuity™ Roundup Ready 2 Yield™ soybeans – and includes 18 new corn hybrids and 9 new soybean varieties.

“2010 will be an excellent year in terms of the availability of new technologies, new genetics and new products from DEKALB brand seed,” says Mark Kerry, area sales manager for DEKALB brand seed in eastern Canada. “The combination of DEKALB genetics together with next generation corn and soybean trait technologies will provide growers in Ontario and Quebec with an abundance of options to fit their farm operations.”

#### **DEKALB brand Genuity™ SmartStax™ corn: Seven hybrids; above and below ground insect protection; multiple modes of action; five percent refuge requirement**

“DEKALB brand seed will have seven Genuity™ SmartStax™ corn hybrids available for planting in 2010,” says DEKALB agronomist, Bob Thirlwall. They will range from 2550 CHU to 3175 CHU. “The Genuity™ SmartStax™ technology is the most advanced all-in-one corn trait technology ever. By combining this technology with DEKALB genetics, we've been able to develop seven new products specifically for the conditions faced by corn growers in eastern Canada,” Thirlwall says, adding that the Genuity™ SmartStax™ hybrids will deliver the most advanced insect control system available – above and below ground – together with herbicide tolerance for broad spectrum weed and grass control. Growers will also benefit from the industry's first and only reduced refuge system, to just five (5) percent of planted acres.

**DEKALB brand Genuity™ Roundup Ready 2 Yield™ soybeans:  
Significantly higher yield potential; nine varieties**

“2010 will also mark the first year of broad commercial availability of DEKALB brand Genuity™ Roundup Ready 2 Yield™ soybeans,” Thirlwall notes. “Field scale research over the last four years has clearly demonstrated the significantly higher yield potential (7 to 11 percent) of the technology compared to Roundup Ready® soybeans,” he adds. That is evidenced by the increased numbers of three and four bean pods per plant and, by extension, more bushels per acre using this technology. There will be nine DEKALB brand Genuity™ Roundup Ready 2 Yield™ soybean varieties available for planting in 2010, pending registration. These varieties will range from 2625 CHU to 3250 CHU.

**DEKALB brand YieldGard VT Triple™ corn:  
Proven performance; 21 hybrids in total; seven new hybrids**

“With DEKALB brand YieldGard VT Triple hybrids, you’re planting proven technology,” according to agronomist Thirlwall. “These products have proven this on both continuous and rotated corn ground, by combining top genetics with insect protection and the weed control benefits of the Roundup Ready system.”

The results are clearly evident, not only in the yield advantages that the YieldGard VT Triple hybrids deliver, but also physically in the plants themselves. Thirlwall says that because YieldGard VT Triple hybrids reach their full root mass, they grow deeper and have better access to moisture and nutrients deeper in the soil profile.

“That translates into healthier stalks, better plant production and ultimately higher yield potential. We’ve also seen these benefits manifest themselves in our research into higher plant populations, where stalk quality is an important consideration as plant densities are increased.”

Four other new hybrids will be available from DEKALB brand seed in 2010 including DKC27-33 (2200 CHU), DKC43-30 (2800 CHU), DKC48-40 (2925 CHU) and DKC55-08 (3175 CHU). Kerry also notes that DEKALB brand will have nine Silage Ready™ hybrids available in 2010. According to Kerry, Silage Ready hybrids offer dairy producers the optimal combination of yield and quality and provide proven weed and insect control.

“These hybrids have been researched and tested using the MILK2006 program to confirm their ability to deliver high yield potential, high digestibility and maximum milk production.”

The nine Silage Ready hybrids available from DEKALB brand seed for 2010 range from 2200 CHU to 3050 CHU.

For more information on DEKALB brand seed products, growers and retailers are encouraged to consult their DEKALB representative and visit DEKALB brand seed on-line at [www.DEKALB.ca](http://www.DEKALB.ca).

DEKALB brand seed is part of the larger global Monsanto family. Monsanto Canada Inc. is headquartered in Winnipeg, Manitoba. Monsanto Company is an agricultural company and a leading global provider of technology-based solutions and agricultural products that improve farm productivity and food quality. Monsanto remains focused on enabling both small-holder and large-scale farmers to produce more from their land while conserving more of our world's natural resources such as water and energy. Learn more about our business and our commitments at [www.monsanto.ca](http://www.monsanto.ca).

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**For further information, please contact:**

Bob Thirlwall  
Glencoe, Ontario  
(519) 871-2213

Mark Kerry  
Guelph, Ontario  
(519) 780-6611

Trish Jordan  
Winnipeg, Manitoba  
(204) 985-1005

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