

FACT Field Scale Program

Just the FACTS...straight from growers' fields.

DEKALB has taken a new approach to the collection and presentation of their performance data in order to increase the credibility of the data. "We continually hear from our growers that one of the most frustrating parts of selecting a seed product is sorting through all the competing performance claims in the industry," says Cornie Thiessen, DEKALB Business Manager.

DEKALB's approach is different; instead of telling growers how the products perform, DEKALB has asked hundreds of leading growers to tell them how the products are performing on their farms against leading competitors. DEKALB is committed to publishing all data on their website – win, lose or draw.

DEKALB calls this the FACT program; however, they say that it is not really their program – it belongs to the growers who share their data and the growers they share it with. DEKALB feels there is no more credible data than the data that comes directly from Canadian growers. In order to ensure that the tests remain accurate and reliable, DEKALB has also introduced specific protocols and methods for this program. DEKALB realizes that using results from small-scale trials is not a realistic assessment of the products in the marketplace today. This is why DEKALB uses two, grower-managed, field-scale trial methods to test hybrids in real growing conditions.

There are two FACT trial methods: FACT Advancement and FACT Farm Test. Once an experimental hybrid is ready for field-scale testing, it moves into **FACT Advancement**. The field-scale trials are seeded with a seeder width by 1000 feet. Growers across Western Canada assist Monsanto in testing new experimental hybrids against other leading DEKALB and competitor hybrids. By looking at hybrids in real conditions, they evaluate and select the best products to bring to the market in the DEKALB brand. Trials are grown and managed by leading growers in partnership with the Technology Development (TD) team. "This program is focused on up and coming material and we use this program to determine exactly what product we want to bring to market", says Dave Kelner, Western Technology Development Lead. DEKALB is currently testing their 73 series in the FACT program. FACT Advancement allows growers to see the next generation of great DEKALB hybrids in a fellow grower's field, and allows them to purchase new DEKALB hybrids with the confidence that comes from field scale testing. There were 30 FACT Advancement sites across Western Canada in 2009.

Once a hybrid has been advanced in the DEKALB lineup, it continues to be tested in the **FACT Farm Test**. FACT Farm Tests are farm-scale trials that are grown and managed by farmers using their own equipment and crop inputs. The farm-scale fields are 20 to 40 acres grown next to competitive hybrids. All agronomic decisions are made by the grower. Monsanto has no involvement until the day of harvest when the yield is measured. This gives potential growers the confidence that the data is credible as it comes from other growers and is grown using the grower's equipment with real growing conditions.

Although DEKALB brand seed publishes the results, it is not their data. Results come from your neighbors; growers like yourself who have tested the product first hand. In 2009, there will be over 200 Farm Testers. And that's a fact.

Below is a map of 2009 FACT Advancement Locations.



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