

Cotton Farmers Impressed by Roundup® with CROPSHIELD™ Formulas

Producers across the Cotton Belt were pleased with the performance of the Roundup Ready Flex cotton system during the 2006 season. One reason was the optimal crop safety and unsurpassed weed control provided by Roundup® with CROPSHIELD™ Formulas, which were developed specifically to support this technology.

Prior to their 2006 launch, the formulations were tested in more than 1,600 side-by-side comparisons.

When considering crop safety, eight out of 10 farmers agree it's better to use Roundup brands versus competing herbicides.

Arvil Campbell of Texas says Roundup with CROPSHIELD provides him with terrific control and excellent crop safety. "We receive better crop safety from Roundup brands with CROPSHIELD that we just cannot get from generic brands," says Campbell. "I treated 100 percent of my acres with Roundup



Arvil Campbell

brands with CROPSHIELD Formulas this year, and I already plan to use it on all of my acres again next year."

Roundup with CROPSHIELD Formulas was launched to provide optimal crop safety and unsurpassed weed control when sprayed past the fourth-leaf stage with Roundup Ready Flex cotton. Jeff Wheeler, Roundup Marketing Manager, says with these formulations growers can be confident they will have the best possible experience with Roundup Ready Flex cotton.

"What we are hearing over and over is the tremendous investment a farmer has on that acre," says Wheeler. "We delivered a product that lived up to their expectations."

Wheeler adds that only by using a Roundup brand with CROPSHIELD Formula can a Roundup Ready Flex grower know that he is getting the proven, unsurpassed weed control of Roundup plus excellent crop safety in over-the-top applications.

CROPSHIELD Formulas are available in two brands that growers trust: Roundup WeatherMAX® and Roundup Original MAX®. Both are backed by Roundup Rewards®.

Gin by-products of cotton containing Monsanto's biotech traits, including cottonseed for feed uses, are fully approved for export to Canada, Japan, Mexico and South Korea. Cottonseed containing Monsanto traits may not be exported for the purpose of planting without a license from Monsanto. Roundup with CROPSHIELD Formulas refer to Roundup WeatherMAX and Roundup Original MAX with CROPSHIELD formulas.

See the Roundup Rewards® program brochure for qualifications and benefits in your region. Roundup Rewards applies only to Roundup® branded and other agricultural herbicides specified by Monsanto.

Growers should be sure that the glyphosate product used in these applications over Roundup Ready Flex cotton has been tested for that use so as to reduce the risk of leaf damage. See the Roundup Ready Flex Technical Use Guide for details. Roundup Rewards® is a trademark of Monsanto Technology LLC.

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Brand X Injury.

Brand X herbicide applied at the 1x labeled rate.



Roundup CROPSHIELD Crop Safety.

Roundup with CROPSHIELD Formula applied at the 1x labeled rate.

You know it's right when it's Roundup® with CROPSHIELD™ Formulas.

Roundup with CROPSHIELD Formulas has been proven crop safe in more than 1,600 side-by-side comparisons.

Ask your retailer for it today.



CROPSHIELD Formulas included in Roundup WeatherMAX and Roundup Original MAX EPA Reg. No. 527-537 and EPA Reg. No. 524-539. Always read and follow pesticide label directions. Roundup Ready® crops contain genes that confer tolerance to glyphosate, the active ingredient in Roundup® agricultural herbicides. Roundup® agricultural herbicides will kill plants that are not glyphosate tolerant. Roundup®, Roundup Ready®, Roundup WeatherMAX®, Roundup Original MAX™ and CROPSHIELD™ are trademarks of Monsanto Technology LLC. ©2007 Monsanto Company.