



THE VALUE OF GENUITY® ROUNDUP READY® ALFALFA



First year benefits of Genuity® Roundup Ready®:

- Increased yields versus conventional varieties
- More high quality alfalfa forage with fewer weeds
- Less herbicide cost for weed control and crop safety

Enter the current price of hay per ton, seed cost and tech fee to calculate the value of Genuity® Roundup Ready® benefits.

Costs: Seed Cost Tech Fee Total costs per bag

Additional Value Delivered Per Bag

Increased yields: .4 ton/acre more over four cuttings
@ /ton X 2.5 acres per bag

Improved quality: 24 pt increase in RFV¹ on 6 tons/acre
@ \$1/ton difference per quality point X 2.5 acres per bag

Save on herbicide costs of Roundup: \$12.50/acre less than
other herbicides X 2.5 acres per bag

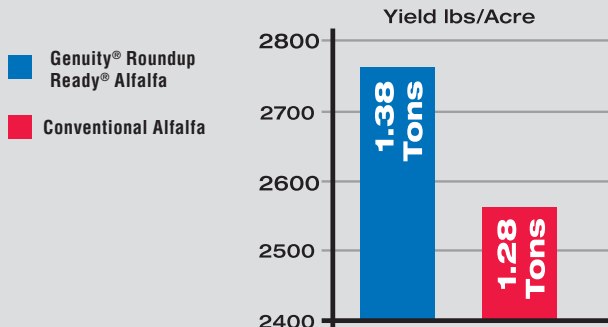
Based on costs of Raptor® compared to Roundup agricultural herbicide.

Total value per bag after seed cost and tech fee:

1 Experiment ID's 2003999A07, TAES; 2003599501, MSU; B4-03, U of MN; 2003723037, SDSU

Genuity® Roundup Ready® Alfalfa Yield Advantage

1st Year – 1st cutting results



- Based on data from 68 head-to-head comparisons at 41 locations
- Roundup agricultural herbicide treatments are generally a single treatment of Roundup agricultural herbicides at 0.75, but the data also includes Roundup agricultural herbicides at 1.25, 1.5 and dual sequential applications of Roundup agricultural herbicide at 0.75.
- Conventional Treatments include Raptor, Pursuit, Select, Buctril, Poast
- Source: Based on University and Monsanto field trials, 2004-2006.
- Roundup agricultural herbicide treatments were compared to other alfalfa herbicides and applied according to labeled rates and timings

Genuity® Roundup Ready® Alfalfa provides crop safety for over-the-top applications of labeled Roundup® brand agricultural herbicides when applied according to label directions. Only Monsanto licensed seed companies and their authorized dealers have the authority to offer this seed for sale. Do not open this bag of seed unless you have a valid license number and have read, understood and accepted a valid and current Monsanto Technology/Stewardship Agreement ("MTSA") as this seed may not be planted without a fully accepted MTSA. Your purchase and/or possession of this seed conveys no patent or other intellectual property licenses covering the seed or its uses. If you do not have a valid and current MTSA license number issued from Monsanto's headquarters in St. Louis, Missouri, you must contact your retailer or Monsanto directly to enter into a MTSA before proceeding. By opening this bag and using this seed, you are affirming your obligation to comply with the entire current MTSA, available from your retailer, including the most recent stewardship requirements for this seed. Pending import approvals in China, grower agrees not to export Genuity® Roundup Ready® Alfalfa seed or crops, including hay and hay products to China. In addition, due to the unique growing practices, Grower agrees not to plant Genuity® Roundup Ready® Alfalfa in Imperial County, California and until Monsanto grants express permission for such planting. Genuity® Roundup Ready® Alfalfa seed may not be planted for the production of sprouts. Monsanto Company is a member of Excellence Through Stewardship® (ETS). Monsanto products are commercialized in accordance with ETS Product Launch Stewardship Guidance, and in compliance with Monsanto's Policy for Commercialization of Biotechnology-Derived Plant Products in Commodity Crops. This product has been approved for import into key export markets with functioning regulatory systems. Any crop or material produced from this product can only be exported to, or used, processed or sold in countries where all necessary regulatory approvals have been granted. Do not export Genuity® Roundup Ready® Alfalfa seed or crop, including hay or hay products, to China pending import approval. It is a violation of national and international law to move material containing biotech traits across boundaries into nations where import is not permitted. Growers should talk to their product purchaser to confirm their buying position for this product. Excellence Through Stewardship® is a registered trademark of Biotechnology Industry Organization. ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS. Roundup Ready® crops contain genes that confer tolerance to glyphosate, the active ingredient in Roundup® brand agricultural herbicides. Roundup® brand agricultural herbicides will kill crops that are not tolerant to glyphosate. Genuity®, Genuity and Design®, Roundup®, and Roundup Ready® are registered trademarks of Monsanto Technology LLC. ©2014 MONSANTO COMPANY
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