EVERY ALFALFA PLANT MATTERS TO US, BECAUSE EVERY TON OF QUALITY FEED MATTERS TO YOU.

Your Alfalfa Advantage Starts Here.
Superior Technology for Superior Alfalfa

We understand how important specific characteristics are when you make the choice of which alfalfa seed to plant. Like all growers, you want higher quality hay, improved stand establishment, higher yield potential and longer stand life.

Genuity® Roundup Ready® Alfalfa provides breakthrough technology of advanced weed control and improved alfalfa production.

Based on comparisons to conventional alfalfa, Roundup Ready Alfalfa fields delivered:

Higher Yield Advantage
Controlling weed pressure during the establishment period provides increased yield over the life of the stand.

- 201 lb/a yield advantage average in the first year’s cutting results*
- 241 lb/a yield advantage average across all cuttings in multiple years

Easier Management
Convenience of managing healthier, faster growing stands.

Better Weed Control
Fewer weeds in every ton for better, more consistent feed quality.

Making the Choice for Genuity® Roundup Ready® Alfalfa

Genuity® Roundup Ready® Alfalfa allows you to improve management practices that lead to higher-quality alfalfa by delivering:

- Superior crop safety for healthier, faster-growing stands.
- Better stand during establishment means better stand persistence.
- Broadest application flexibility and minimal harvest restrictions — can apply from emergence up to 5 days before harvest.
- Fewer weeds in every ton, resulting in better quality feed.
- Increased, high-quality yield opportunity.
- The ability to use Roundup® brand agricultural herbicides in problem areas as a stand matures and weeds develop in thin areas.

Growers who try Genuity® Roundup Ready® Alfalfa prefer it over conventional alfalfa with a satisfaction rate of 97%.

Growers who planted Genuity® Roundup Ready® Alfalfa were asked what advantages they saw in their fields. Here is what they are saying:

- ‘Easier management’
- ‘Easier stand establishment’
- ‘Longer stand life’
- ‘Decreased damage from herbicides’
- ‘Better tonnage’
- ‘Better weed control’
- ‘Flexibility in application timing’
- ‘Cost effectiveness’

Sources:
Genuity: Understanding the Barriers to Trial of Roundup Ready Alfalfa, August 2013
University of California Cooperative Extension Online Survey of 113 Roundup Ready Alfalfa growers, October–November, 2011

Calculate Your Genuity® Roundup Ready® Alfalfa Opportunity

<table>
<thead>
<tr>
<th>Value Added Per Acre</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Herbicide</strong></td>
<td><strong>CONVENTIONAL</strong></td>
</tr>
<tr>
<td>Cost*</td>
<td>$23.06</td>
</tr>
<tr>
<td><strong>Yield</strong></td>
<td><strong>CONVENTIONAL</strong></td>
</tr>
<tr>
<td>11,060 lb/Ac</td>
<td>10,256 lb/Ac</td>
</tr>
<tr>
<td><strong>Hay Price</strong></td>
<td><strong>CONVENTIONAL</strong></td>
</tr>
<tr>
<td>$172/ton</td>
<td>$160/ton</td>
</tr>
<tr>
<td><strong>Quality (RFV)</strong></td>
<td><strong>CONVENTIONAL</strong></td>
</tr>
<tr>
<td>163.1</td>
<td>187.8</td>
</tr>
<tr>
<td><strong>Herbicide Cost</strong>*</td>
<td><strong>CONVENTIONAL</strong></td>
</tr>
<tr>
<td>$26.66</td>
<td>$14.49</td>
</tr>
<tr>
<td><strong>Tonnage/Yr</strong></td>
<td><strong>CONVENTIONAL</strong></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Value Per Acre</strong></td>
<td><strong>CONVENTIONAL</strong></td>
</tr>
<tr>
<td>$229.51</td>
<td>$242.51</td>
</tr>
</tbody>
</table>

Calculations in RFV based on $1 difference per quality point.

* Assumes max labeled rate of Raptor® and Roundup PowerMAX® herbicides. Application cost of $6.50/Ac.

Insert your own input costs to calculate your value added per acre.
Research shows that planting coated Genuity® Roundup Ready® Alfalfa seed results in better stand establishment and increased seedling survival. Coated seed gives better seed-to-soil contact, helps nodulation, protects seed and rhizobia from fertilizer and improves plantability.

Alfalfa seed coating can help increase seedling survival rates, resulting in an equal or higher number of seedlings per acre with the same pounds per acre of product.

**What is in a Seed Coating?**

1. **a seed inoculant** to help ensure nitrogen fixing nodule development
2. **fungicide** to help fight early season diseases such as phytophthora, pythium and downy mildew, and promote early season vigor
3. **a lime-based coating** that can contain essential micronutrients, such as sulfur and molybdenum
4. **a purple colorant** that distinguishes it as Roundup Ready Alfalfa seed

The coating provides an ideal environment that can improve moisture absorption, germination percentage and nodulation.

A seed coating decreases seed mortality, resulting in higher seedling survival rates, and equal or higher number of seedlings per acre with the same pounds per acre of product. The result is more healthy seedlings per acre and higher yield potential for thicker, healthier stands. The target for strong alfalfa stand establishment is not the actual number of seeds planted per acre, but is determined by the number of successfully established seedlings that become harvestable plants.

**Seeding Recommendations**

- **Rate:** We do not recommend changing the seeding rate you have been using. Consult local university extension recommendations.
- **Equipment:** Use a type of seeder most suited to your soil and seedbed conditions. Placing the correct amount of seed at the proper depth in firm contact with the soil is the prime objective when sowing alfalfa.
- **Calibration:** Calibrate your seeder before use. Seed coating can change the flow rate of seed through a seeder.

**Performance**

![Graph showing seedling survival and yield](image)

*Harvests taken in 2007. Yields are mean values of 10 replicates.
**Apron® XL and Durma® were used in all seed treatments.

1 Data sourced from Seedbiotics in cooperation with Agri-Tech, Whitewater, WI.

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**For more information, visit genuity.com**

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Do not export Genuity® Roundup Ready® Alfalfa seed or crop, including hay or hay products, to China pending import approval. In addition, due to the unique cropping practices do not plant Genuity® Roundup Ready® Alfalfa in Imperial County, California, pending import approvals and until Monsanto grants express permission for such planting.

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Individual results may vary, and performance may vary from location to location and from year to year. This result may not be an indicator of results you may obtain as local growing, soil and weather conditions may vary. Growers should evaluate data from multiple locations and years whenever possible.

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 Design®, Genuity Icons, Genuity®, PowerMAX®, Roundup Ready® and Roundup® are trademarks of Monsanto Technology LLC. All other trademarks are the property of their respective owners. ©2016 Monsanto Company. 10S152963