



AcreMax™ 1

INSECT PROTECTION

PROVEN PERFORMANCE

First refuge in the bag.

STRONG PERFORMANCE IN THE FIELD

Strong Roots Multi-year testing shows that refuge plants in a field of Optimum® AcreMax™ 1[^] (AM1) product experience rootworm feeding similar to and often significantly less than a pure stand of refuge. This can be attributed to two factors.

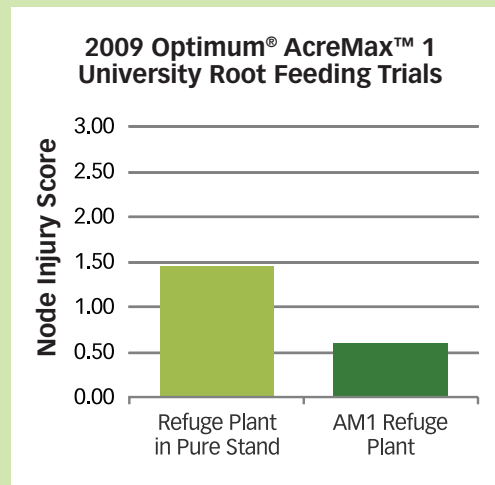
- The high percentage of plants in the field with Herculex® XTRA[^] protection significantly reduces the overall population of surviving rootworms. In turn, the integrated refuge plants containing only the Herculex® I trait appear to benefit from the reduced rootworm population by sustaining less injury than a separate pure-stand refuge of the same seed.
- Poncho® 1250 treatment on the integrated refuge plants provides additional rootworm protection.



Optimum
AcreMax™ 1
INSECT PROTECTION

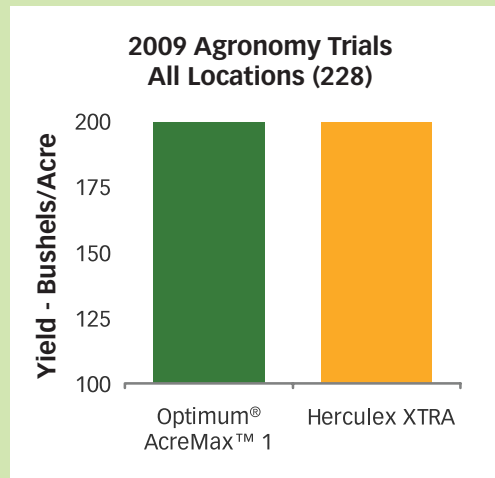
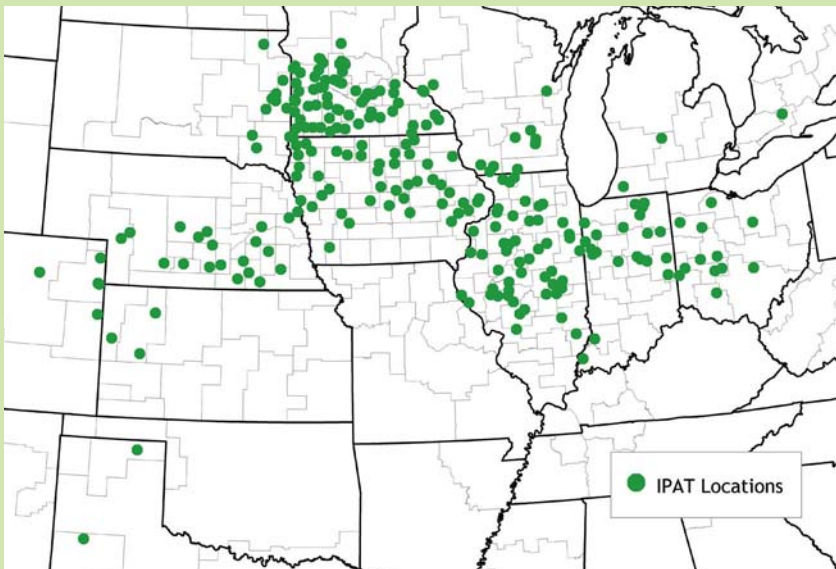


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Mean root ratings (0-3 Iowa State Node-Injury Scale) averaged across 7 Corn Belt University testing locations where 18 roots/entry/location were sampled.

Strong Yields Three years of testing shows Optimum AcreMax 1 products (90% Herculex XTRA + 10% Herculex I) consistently deliver the same strong yield and performance as their Herculex XTRA counterparts.



Trials were placed in 228 fields expected to have moderate to high corn rootworm pressure. Trial size was generally 50 to 80 acres.



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REFUGE SIMPLIFIED

First refuge in the bag.

SYSTEM BENEFITS

Simplified Refuge Optimum AcreMax 1 insect protection products meet a grower's CRW refuge requirements with an in-the-bag solution, eliminating the challenges associated with planting an in-field or adjacent corn rootworm refuge.

Reduced Refuge, Maximum Yields Optimum AcreMax 1 products or Optimum AcreMax 1 products plus Optimum® AcreMax™ RW rootworm protection are designed to maximize field-by-field productivity and increase yields in fields with corn rootworm pressure by placing in-plant CRW protection where it is needed.

Technology Preservation Optimum AcreMax 1 insect protection provides growers new productivity options while minimizing the risk of rootworm resistance and maximizing the sustainability of in-plant insect protection technology.

ADVANTAGES OF OPTIMUM ACREMAX 1 SYSTEM VS. SMARTSTAX

Simplicity Optimum AcreMax 1 products deliver all of a grower's needed corn rootworm refuge in-the-bag and eliminates the hassles commonly associated with traditional in-field/adjacent refuge configurations. This enables growers to place their needed corn borer refuge in a separate field up to 1/2 mile away. SmartStax is NOT integrated and still requires an in-field/adjacent refuge which involves additional planning and hassles with planter box cleanout.

Performance More than three years of testing illustrates that Optimum AcreMax 1 products deliver the same strong yield performance as a field planted with 100 percent Herculex XTRA. When used with Optimum AcreMax RW products as a corn borer refuge, growers can get integrated CRW technology on 100% of their corn acres. To date (May 2010), there has been limited to no local yield data provided on the performance of SmartStax hybrids. In addition to limited performance data, SmartStax does not offer any options that would allow growers the ability to plant CRW technology on all of their acres.

Choice Pioneer works with growers field by field to match their needs with the appropriate genetics and insect protection traits to maximize their productivity and offer them choices to get the right product on the right acre. SmartStax on the other hand, is a one-size fits all technology that does not allow a grower to choose only the traits they need at a field by field level.

ADVANTAGES OF OPTIMUM ACREMAX 1 SYSTEM VS. COMPETITIVE TRIPLES

Simplicity Optimum AcreMax 1 products place rootworm refuge in-the-bag which simplifies refuge for growers. Standard triple stack products are not integrated and require an in-field/adjacent refuge – all of which requires additional planning and involves hassles commonly associated with in-field/adjacent refuge.

Performance Optimum AcreMax 1 products have consistently delivered the same strong yield and performance as their Herculex XTRA counterparts over the last 3 years of large on-farm trials. In addition, when used with Optimum AcreMax RW products as a corn borer refuge, growers can get integrated CRW technology on 100% of their corn acres to maximize their farm yields. Standard triple stack products only offer protection on 80% of a field/farm, leaving 20% of the acres at risk for corn rootworm injury and potential yield loss.



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All hybrids with Herculex traits also contain the LibertyLink® gene.



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