



CROPTALK

WHAT'S NEW
WITH BAYER
PRODUCTS

Capture Big Savings

Opportunities available through **BayerValue** in 2017 and the **Incredible Bayer Offer**

What better way to kickoff the next growing season than by locking in savings on your purchase of crop protection solutions through the 2017 BayerValue Program. This rebate program from Bayer allows you to mix and match purchases from the wide range of innovative crop protection solutions from Bayer, as well as receive additional bonus offers to maximize your savings.



The BayerValue West Program features savings for specific product segments depending on the crop, with stackable savings ranging from 10 to 25 percent (minimum 300 acres for each category).

For cereals and pulses: Bayer SeedGrowth™, herbicides and fungicides

For canola: Pre-burn and fungicide.

When combined with the InVigor® bonus offers, Western growers can save up to 25 percent with BayerValue.

This year, the program includes two great ways to maximize your savings with InVigor.

• InVigor Purchase Bonus

Simply purchase 30 bags or more of InVigor hybrid canola to qualify for up to 15 percent savings on individual product segments.

• InVigor Innovation Bonus

New for 2017, purchase 30 bags or more of InVigor Pod Shatter Reduction hybrids, InVigor L140P and InVigor L233P, and save an additional 5 percent on cereal herbicide innovations Luxxur™, Infinity® FX, Velocity m3 and Varro®.

The Incredible Bayer Offer

In addition to the savings from BayerValue, Western growers can also take advantage of the Incredible Bayer Offer. Save up to \$2 per acre when you early book at least 1,000 acres of participating Bayer cereal herbicides by March 17, 2017.

Speak to your retailer or visit cropscience.bayer.ca/BayerValue for details.

The BayerValue East Program features incentives for Eastern growers making purchases of \$2,000 or more and offers additional rebates for purchases in three bundles (with a minimum of 40 acres purchased) representing compoundable savings of up to 15 percent:

1. **Cereal bundle** (Purchase of 1 Cereal Herbicide + 1 Cereal Fungicide)
2. **Fungicide bundle** (Purchase any 2 Fungicides)
3. **Crop bundle** (Purchase of 1 Cereal Product + 1 Corn Herbicide)

Proline Bonus. Save even more when you buy any BayerValue product plus Proline® (minimum 40 acres of each).

SIGN UP TODAY

To sign up or get more details on each of these programs, visit cropscience.bayer.ca/BayerValue or call the Bayer Rebate Fulfillment Interaction Centre at **1-888-283-6847**.

Try our online rebate calculators. To determine your potential savings, visit bveastcalculator.cropscience.bayer.ca for our BayerValue East rebate calculator, or bvwestcalculator.cropscience.bayer.ca for BayerValue West.





Enter This Growing Season With Some Very Good Karma

Win \$20,000 towards the charity of your choice

Bayer celebrates the 20th anniversary of InVigor in 2017. To thank growers for the last two decades of trust and support, Bayer would like to return the favour by “paying it forward.”

CELEBRATING 20 YEARS OF INNOVATION

The InVigor *Pay It Forward* contest will see Bayer donate \$20,000 each on behalf of three InVigor growers to the charity of their choice.

If you are an InVigor grower, you can participate by completing an entry form at cropscience.bayer.ca/PayItForward. Winners — one from each prairie province — will be selected through a draw based on entries received up to the content deadline of March 1, 2017.

EXPRESSING THANKS TO INVIGOR GROWERS

“The growers who have supported InVigor over the past 20 years are truly the reason for its success and the inspiration for the ongoing creation of new hybrid innovations, as we seek to provide solutions to address your biggest cropping challenges,” says Blaine Woycheshin, marketing manager for Bayer in Canada.

“The InVigor *Pay It Forward* program is just one small way to acknowledge this tremendous support and to express our sincerest thanks. It has been a great run and we are looking forward to many more outstanding years ahead.”

HERE'S TO THE NEXT 20 YEARS

InVigor has come a long way — fueled by your trust and support — to become the number one seeded canola brand in Canada, with many different InVigor hybrids to meet the needs of Canadian growers.

While the most recent innovations in hybrid canola technology are the



Evolution™ hybrids which launched in 2014, the track record of continual improvement goes back decades. From the introduction of LibertyLink® canola to the latest disease-resistance packages and new Pod Shatter Reduction technologies, InVigor has always been on the cutting edge.

And today the journey continues, with prospects for the future brighter than ever. “There is a lot to be excited about,” says Woycheshin. “We look forward to the opportunity to continue to work with you, our grower partners, to continue to drive new solutions to meet tomorrow’s challenges. Let’s make the next 20 years the best yet!”





Making Your Seed Selection Easy

Good news if you're having trouble deciding which InVigor® canola hybrids you want to grow for the 2017 season — there are plenty of online resources to help you find the right fit for your farm

InVigor®



InVigorResults.ca is home to the easy-to-use DST map, which allows you to compare a wide range of hybrids from annual Demonstration Strip Trials (DSTs). See how various InVigor hybrids — and the competition — are performing in your area.

Whether you want to compare yield, standability, maturity or other agronomic traits, the online *Hybrid Selector Tool* provides comparative information between the entire lineup of high-performing InVigor hybrids.

This site is also a great place to watch the *InVigor 2017 Evolution™ Series Crop Tour Video*, offering a virtual tour of the newest InVigor hybrid trait technologies and innovations. Find out more about the Evolution™ hybrids — including InVigor L140P, the Pod Shatter Reduction



hybrid that has shown a 4.3 percent yield increase* when straight cut versus normal swath timing — all from the comfort of your own home.

Intuitive and extremely user-friendly, these online resources were designed to make your canola seed decisions as easy and convenient as possible. Good luck in 2017.

For more than just performance results, visit cropsience.bayer.ca/InVigor for other great resources.



* Source: 64 Bayer Demonstration Strip Trials (2013-2015).

The 2017 Crop Production Guides: Finding New Solutions for Big Challenges

The focus at Bayer is simple. We want to help you succeed. To get more value and profitability from every crop. To help meet the demands of feeding a growing world. To help you produce more with less.

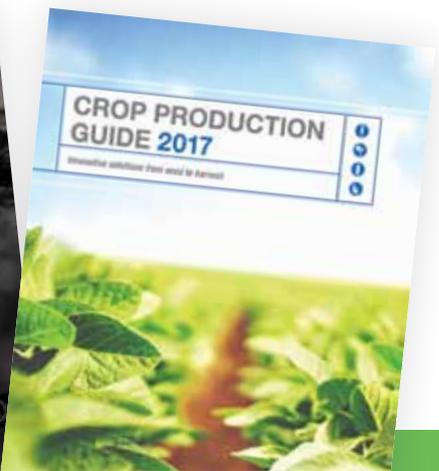
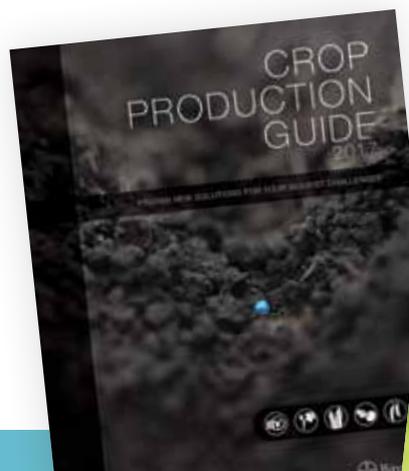
This is why every year Bayer continues to make significant re-investments into the research and development of new breeding technologies and other state-of-the-art cropping solutions, designed to support your profitability and ensure the future sustainability of your farm. Further to this, we strive to continually improve educational materials, online tools and access to personalized agronomic support, to help you identify and optimize the best approaches for your farm.

An excellent reference to see and learn

about the latest Bayer innovations is the new 2017 Crop Production Guide. Available in convenient digital versions for Western and Eastern Canada, the 2017 guides are designed to help you get the most out of every acre. The Eastern Guide is now

available for download at cropsience.bayer.ca/CropProductionGuide — look for the Western Guide coming in February.

We sincerely hope you find this resource beneficial to your operation. Here's to a great season ahead!





Zone In on Soil and Root Health

Improved soil environment helps crops reach their potential

Are you getting the best results possible from your crop? To ensure optimal conditions for a successful growing season, farmers are increasingly adopting a stronger focus on soil and root health.

Some of the most important battles your potato crop faces are waged beneath the soil surface including a range of diseases and nematodes. That's why good soil and root health is so important to a successful crop.

IMPROVING SOIL AND ROOT HEALTH

Here are some top options available for potato growers to fight back:



Titan® Emesto® is the number one potato seed-piece treatment in Canada, Titan Emesto offers protection you can actually see because of its unique coloured formulation. It protects against the broadest spectrum of insects — including Colorado potato beetle — plus all major seed-borne diseases including rhizoctonia, silver scurf and fusarium even current resistant strains. With five years of proven performance, potato growers across the country trust Titan Emesto to get their crop out of the ground quickly and with better yield potential.



Velum™ Prime, new for 2017, is the first and only non-fumigant nematicide registered to protect against nematodes in potatoes in Canada. It offers broad-spectrum nematicidal activity including root knot, root lesion and potato cyst nematodes and also provides the added benefit of in-season early blight protection. Simple, easy to use and applied in-furrow, its low use



Tackle nematodes with all NEW Velum Prime.

rates are ideal for existing liquid in-furrow application equipment. Integrate Velum Prime into your nematode protection program today and take your potato yield to the next level.

“The launch of Velum Prime in Canada provides protection against a yield robbing pest that, for many growers, didn't have a viable solution outside of fumigants,” says Jon Weinmaster, crop and campaign marketing manager, horticulture and corn at Bayer. “Potato growers have made great advances in increasing yields and quality and this tool will help them take it a step further.”



Serenade® SOIL is a biological fungicide for use in soil applications with a broad range of vegetables, including potatoes. It protects against soil diseases like rhizoctonia and pythium, is proven to boost yields and is exempt from tolerances (no MRL or residue concerns)

so you can sell your crops into even the most restrictive markets.

COMMITMENT TO CONTINUAL IMPROVEMENT

All three of these products are part of a broad effort of continual advancement that will bring more tools and innovations to help your crop reach its greatest potential.

Bayer is focusing substantial resources on further understanding and improving root and soil health — an effort that includes working with other experts in the industry. The addition of Velum Prime is a great example of how this effort is already paying strong dividends. And it's just a start — with more product and crop registrations on the way.

The Bayer team is excited about not only helping you better understand root and soil health, but also providing you with the tools you need to maximize both for the best results.



Targeting New Levels of Protection

Expanding your management approach to abiotic and biotic stresses can help boost your return on investment and ward off rising threats such as pea leaf weevil and wireworms

Pressure from pests changes every year. One of the best ways to ensure your crop is protected, regardless of the conditions that arise during the growing season, is to take advantage of Stress Shield® as an integral part of a tank mix with top seed treatments.

Stress Shield offers unique advantages for your crop's health. It allows your crop to defend itself against a range of abiotic and biotic stresses and helps you manage the spread of pests such as pea leaf weevil and wireworms.

PROTECTION AND PLANT HEALTH

Stress Shield works by supporting the natural processes and responses of the plant, says Beth Markert, Bayer SeedGrowth™ specialist. "Plants experiencing a stressed environment, whether from pests, drought, heat or other factors, will seek to protect themselves from further injury and also initiate processes to repair damage. To do this, the plant re-dedicates energy that would have normally been used for growth and seed production, thus resulting in decreased plant health, biomass and yield."

"Stress Shield supplies a supplemental



energy pool that the plant's internal repair and coping systems can draw on to avoid these losses. This allows the crop to achieve superior root establishment, improved vigour, larger plants and increased yield."

NEUTRALIZING KEY THREATS

Stress Shield provides effective protection against both pea leaf weevil and wireworms through two key pathways. The first is by providing this supplemental energy pool. The second pathway is through the active ingredient in Stress Shield. When these pests take a bite of the treated seed or roots, imidacloprid forces them into a coma-like state, saving your crops from further damage.

Standing on Guard

Not only a pest deterrent against pea leaf weevil and wireworms, **Stress Shield** insecticide seed treatment supplies your crop with a full suite of additional plant health benefits.

Top options available to get these benefits include using Stress Shield, which is part of Trilex® EverGol® Shield for pulses and Raxil® PRO Shield for cereals. Stress Shield is also available along as a tank mix partner for Trilex EverGol.

"Pea leaf weevils are such a concern because they overwinter in the same location where they fed the previous season," says Markert. "Wireworms are equally persistent and can survive in the soil in their larva stage anywhere from 3 to 5 years. Based on what we saw last season in both pulses and cereals, growers will want to be prepared for 2017. Stress Shield offers reliable protection, along with overall plant health support, for optimal quality and yield."

Take Advantage of the Bayer SeedGrowth Team



Bayer SeedGrowth™

Getting the most out of your seed is as simple as connecting with the Bayer SeedGrowth team — a comprehensive resource to help you optimize your seed treatment approach.

The SeedGrowth team includes specialists located across Alberta, Manitoba and Saskatchewan, with the sole purpose of supporting growers and commercial seed applicators by providing:

- Integrated advice and solutions
- Technical expertise on products and application
- Up-to-date knowledge on best agronomic practices and opportunities to reduce risk to seed and maximize plant health

- Comprehensive support to get your crop off to the best start possible

When you meet with a SeedGrowth expert, you can expect:

- Stronger crop establishment
- Healthier plants
- Higher yield

Visit cropscience.bayer.ca/SeedGrowth for more information

