

## Take a look at the latest InVigor canola hybrids



Every growing season brings new challenges. InVigor® hybrids are continually being adapted to conquer those challenges and to capture new market opportunities. The latest InVigor hybrids maintain their yield advantage while responding to issues affecting Western Canadian canola growers.

“InVigor has been – and continues to be – a leader in breeding advancements and superior genetics,” says Blaine Woycheshin, Manager, Oilseed Crops – InVigor Seed for Bayer CropScience. “The consistent performance of our hybridization system generates top-of-the-line InVigor hybrids that perform even under the most stressful conditions.”

In 2011 Bayer CropScience introduced its “L Series” to the InVigor hybrid line-up, building on their reputation for early season vigor, high stress tolerance and superior yield potential. New for 2012 are five new L Series InVigor hybrids including a new early maturing hybrid, the first clubroot resistant InVigor hybrid and the first sclerotinia tolerant InVigor hybrid.

**InVigor L120** is an early maturing hybrid suitable for all growing zones. It is resistant to blackleg and boasts yields at 134% of checks. It matures over three days earlier than the

average of the checks. That can make all the difference in a short or difficult growing season.

**InVigor L135C** is the first InVigor hybrid with clubroot resistance, a growing concern for farmers in certain areas of Alberta. With yields on average at 138% of checks, it is suitable to all growing zones in Alberta that have confirmed clubroot presence. InVigor L135C has excellent lodging resistance and is also blackleg resistant.

Also registered for 2012 is **InVigor L170S**, which is the first sclerotinia tolerant InVigor hybrid. Sclerotinia is a weather-dependent disease that can reduce yield by up to 40%, and affects growers across many areas of the Prairies. InVigor L170S yielded 137% of checks and is a later maturing hybrid that will be available in small quantities later this fall.

Two exclusive InVigor canola hybrids will be sold in limited quantities this fall that offer high yields. One mid-maturing hybrid that will be available from independent InterAg dealers is **InVigor L154** with yields of 141% of checks. It is suitable for all growing zones in Western Canada, and has superior lodging resistance. **InVigor L159** yields at 140% of checks and is a mid-maturing hybrid that will be available exclusively from Viterra™.

Woycheshin says that Bayer CropScience is also breeding for pod shatter resistance in upcoming hybrids, increasing research into their InVigor Health offering and plan to launch an InVigor hybrid that is tolerant to both Liberty® and Roundup® giving growers more choice. Early maturity without sacrificing yield is also an area of research focus that Bayer CropScience is undertaking.

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“With every new product we bring to market we are continually increasing the distance between our hybrids and the competition,” says Woycheshin. “We want growers to be less at the mercy of unpredictable weather and the problems it can bring for their crop and ultimately for its yield. Our new InVigor hybrids and those we will bring to the market down the line all aim at making the business of growing canola less risky and more profitable for our customers.” **CT**



## Changes to the LibertyLink Canola System for 2012

**F**lexibility is important in farming – you need to be able to adapt to the weather, pests, and the markets. You need to be able to change business direction quickly, on a product that takes months to produce. The LibertyLink® system is now more flexible than ever allowing you to adapt depending on your crop's needs.

For 2012 Bayer CropScience has lowered the price of Liberty® herbicide while at the same time increasing the price of InVigor hybrid canola on a similar level, making Liberty even more affordable and flexible. The lower cost makes Liberty more economical for a Liberty 2-Pass option and/or higher labelled rates, which deliver sharper weed control and increased yields.

Liberty is the only Group 10 herbicide for agricultural use currently on the market. It is one component of the LibertyLink system that includes industry-leading InVigor hybrid canola. Nearly 50 per cent of the canola grown in Canada is an InVigor hybrid, and today growers have learned to use Liberty in a way that results in consistently high yields under a variety of conditions.

Some of the options available for weed control to address specific weed problems include a single pass of Liberty at 1.35 L/ac., or at the higher rate of 1.62 L/ac. Growers can also choose a single pass of Liberty tank mixed with Centurion® herbicide for increased grassy weed control. Or,

if time and conditions allow, growers can apply Liberty two times during the season for added control of tough weeds or second flushes.

“Liberty is a product that is all about contact and coverage, be that in a single pass or in two trips to the field,” says James Humphris, Manager Oilseed Crops – Herbicides and Trait Agreement – with Bayer CropScience Canada. “For best results we encourage growers to keep water volumes up and choose an application speed that maximizes coverage. In addition, they should choose application rates that match the weed pressure in their canola. All three together will help growers get the control

that they want, and we have seen great results for growers who followed that advice this year.”

“In 2011 we’ve seen a significant increase in growers who chose to use a 2-Pass strategy or the higher labelled rate” says Humphris. “In a wet year a second pass isn’t always realistic, and this year we’ve heard from growers who were able to get the control they needed with one pass at a higher labelled rate.”

Under the new pricing system there are no programs to sign up for or rebates required, making the choices simple and convenient. All options give you the ability to choose the best way to unlock the full yield potential from InVigor hybrids to get the most from your canola in 2012. **CT**

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## New BayerValue Program Savings - Unlimited acres of qualifying products

One level of savings on your crop protection products is good but two is even better. The 2012 BayerValue program from Bayer CropScience, gives growers the opportunity to tap into savings on their full portfolio of products. By combining the savings of two programs, InVigor purchasers can receive bonus savings through the Early Book InVigor program then again with BayerValue savings.

“This is an opportunity for growers to see the depth of the Bayer CropScience portfolio of products,” says John Hanson, Portfolio Manager Grower and Retail Strategy for Bayer CropScience. “We’ve got all your needs covered, and this program allows us to showcase what we offer to growers in addition to providing substantial savings for our customers.”

By early booking and then purchasing a minimum of 300 acres of InVigor hybrid canola for the 2012 season under the

Early Book InVigor program, growers qualify for savings on unlimited acres of Proline®, Velocity m3, Tundra™, Infinity®, Prosaro® and Folicur® EW. Growers must **book their InVigor by January 31, 2012 to qualify.**

The BayerValue program maximizes savings by combining InVigor purchases with a customer’s other qualifying purchases. Under this program, almost all Bayer CropScience products can contribute towards the levels of savings, which is based on volume buying.

“One thing we’ve changed this year which is a real advantage for growers is that we no longer require matching purchases,” says Hanson. “So a grower can purchase 500 acres of InVigor, 1000 acres of Proline, and 2000 acres of Prosaro and the savings will apply to all those acres equally.”

Three different levels of savings can be reached depending



upon the amount of Bayer CropScience product a grower purchases in 2012. Growers who spend \$10,000, \$40,000 or a maximum savings level at \$75,000 in Bayer CropScience product will qualify for different levels of savings. All InVigor hybrid canola seed purchases contribute towards attaining the savings levels.

In addition, growers can save \$1.00 an acre off of all purchases of Raxil®, Trilex® AL, Decis® and Sevin® XLR with the purchase of 300 acres or more of InVigor, or purchases of \$10,000 in qualifying Bayer CropScience products.

“There are a lot of options for saving and we’ve made this very clear to growers with our recently launched new program,” says Hanson.

To qualify for the 2012 BayerValue program, growers must be registered prior to May 1, 2012. All products must be purchased between October 1, 2011 and September 30, 2012. For more information on how to register, and for a list of qualifying products, visit the Bayer CropScience web site at [BayerCropScience.ca/BayerValue.ct](http://BayerCropScience.ca/BayerValue.ct)



### How much canola can you expect?

Learn why our grower run DST (Demonstration Strip Trial) program is the most credible source of information available to help growers make their purchase decision. See how InVigor® hybrids perform in your area. **Visit [InVigorResults.ca](http://InVigorResults.ca).**



### Yield plus

See what growers from your area are saying about InVigor. **Visit [BayerCropScience.ca/InVigor](http://BayerCropScience.ca/InVigor)**



### Protects the best

See what growers from your area are saying about Liberty. **Visit [BayerCropScience.ca/Liberty](http://BayerCropScience.ca/Liberty)**



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