



Choose crop variety traits wisely

A few years ago, a new item started to appear in crop guides. Alongside all those variety performance stats gleaned from many field trials there is now a column titled “traits”. It’s here that farmers can see if a variety they’re interested in has any built-in qualities, such as tolerance to herbicides or protection against certain insects, that will help them address specific issues on their farm.

“Many problems can be managed by choosing the right trait,” says Andrew Chisholm, Trait and Trait Launch Manager with Bayer. By way of example, he points to two of the newest Bayer offerings.

“In canola, most herbicides must be applied before the 6-leaf stage,” he says. “Since canola is usually the first crop to go in, spraying happens early when weather can be more erratic, keeping farmers out of the field, plus late flushing weeds are always a concern.”

“TruFlex™ canola with Roundup Ready® Technology solves that problem by allowing farmers to use higher herbicide rates and giving them more options on spray timing.

“The higher rate means the TruFlex canola system controls 24 more weeds than previous Roundup Ready canola systems, so farmers can go after difficult ones, like foxtail barley,” says Chisholm. TruFlex canola also offers farmers the option to go with two sequential applications, giving them 10 to 14 more spray days, right up to first flower*.

Similarly, the new **Roundup Ready® Xtend Crop System** is changing how



soybean growers approach weed management in that crop.

“This system is a combination of the Roundup Ready 2 Xtend® trait, which confers crop tolerance to glyphosate and dicamba, as well as Roundup Xtend® herbicide with VaporGrip® Technology,” says Chisholm. “The short-term residual activity of dicamba in Roundup Xtend reduces early

weed competition and helps to control tough-to-manage broadleaf weeds.” And that, in turn, has a positive impact on yield.

In fact, Bayer research trials showed that soybeans treated with dicamba plus glyphosate out-yielded soybeans treated with only glyphosate by an average of 2.4 bushels per acre**. “It’s a real breakthrough for soybean growers.”

TOP PHOTO: GETTY IMAGES/ROBERT SCHNEIDER, BOTTOM: GETTY IMAGES/DSTELLER

*First flower is when 50% of the plants in the field have no more than one flower.

**Bayer Market Development research trials, 2008-2014 (n=39), dicamba+glyphosate vs. two-pass glyphosate-only.



The art of growing potatoes

Potatoes are so easy to grow, said no one, ever. Successful potato production is definitely an art, plus a lot of science and scrupulous management from you.

Bayer can help with its family of potato products — some new, some trusted friends — that will help your crop reach its full potential.

The newest member of potato products from Bayer is **vayego**[®] insecticide and provides long-lasting, residual control of Colorado potato beetle, both adults and larvae. Also, vayego controls additional troublesome potato pests, including potato flea beetle and European corn borer.

Also available is **Serenade[®] SOIL**, a biological fungicide that protects your crop against soil-borne rhizoctonia, black scurf and stem canker, plus root rot caused by pythium and fusarium. Because it's a biological product, Serenade SOIL can be applied at any

growth stage and is not subject to maximum residue limit concerns.

More familiar and trusted potato products that have proven themselves include **Velum[®] Prime**, an in-furrow nematicide with a unique mode of action that offers secondary fungicidal activity, and **Emesto[®] Silver**, a fungicide seed-piece treatment that helps to get your crop off to the best possible start.

Last but certainly not least, you can rely on **Luna Tranquility[®]** fungicide to help keep your potatoes looking great throughout the growing season. With two active ingredients, Luna Tranquility offers exceptional protection against early blight, brown leaf spot, white mould and black dot.

If you're growing potatoes this year, Bayer offers one of the best portfolios of crop protection products to help your crop reach its full potential. Call your local representative to find out more.

PHOTO: GETTY IMAGES/SIMPLYCREATIVEPHOTOGRAPHY

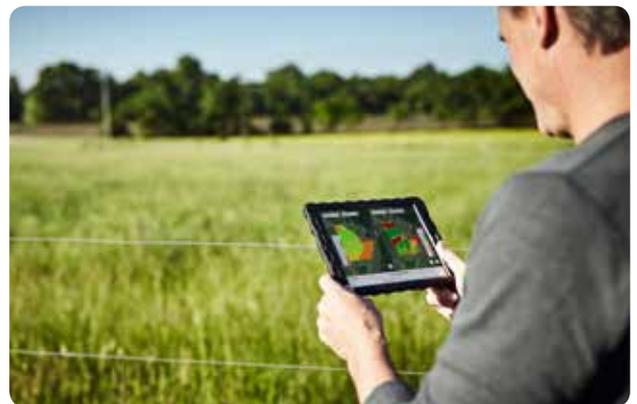
BayerValue West Rewards: More than a rebate program

The **BayerValue[™] Rewards** program is built around the idea of choice. We want you to make the best agronomic decisions for your farm and then have those decisions earn you rewards.

Save all season long on our proven lineup of products that help to make your season a success and take advantage of the **Incredible Bayer Offer** where you can save more on your cereal herbicides with early booking.

Horticulture producers in the Prairie provinces can find rewards tailored to their needs in the **Hot Potatoes[®] Prairies Rewards Program**, launching this fall.

And get this – new for 2021, all BayerValue members will receive a one-year COMPLIMENTARY subscription to the **Climate FieldView[™]** platform! What an incredible tool to track and keep all your farm data in one place, analyze crop performance field-by-field and make data-driven decisions for your farm.



BayerValue Rewards West savings start at 5% and go up to a maximum of 19%, so stay tuned for the 2021 program details coming this fall at **GrowerPrograms.ca**



New DEKALB hybrids and varieties for every farm

The 2021 DEKALB® seed lineup truly has something for everyone. Whether you're looking to change up your trait system, go after specific weeds or pests, or just looking for something to better suit your growing conditions, DEKALB has what you need.

TWELVE NEW CORN HYBRIDS

We have six new **VT Double PRO® RIB Complete®** corn hybrids for 2021. If European corn borer is your main problem, then choose one of these excellent hybrids, all of which offer above-ground stalk and ear protection against that pest, plus corn earworm and fall armyworm protection.

And if you're a western corn grower, check out **DKC21-36RIB**, a new VT Double PRO hybrid with an incredibly short 71-day relative maturity (RM). It's perfect for the shorter Prairie growing season without compromising quality.

DEKALB has three new **SmartStax®**

RIB Complete® corn hybrids, two new **Trecepta® RIB Complete®** corn hybrids and one new **Roundup Ready® Corn 2** hybrid rounding out the new offerings for 2021. With a range of RMs, field and performance characteristics, we have all your needs covered. Check out DEKALB.ca to see what hybrids are available in your region.

NEW SOYBEAN GENETICS TO WOW YOU

DEKALB has seven new soybean varieties ready for 2021, all of which offer solid field performance, a range of disease packages and great harvestability. These new varieties have an RM range from 0.2 to 2.5, so you're sure to find one to fit the agronomic needs and conditions of your farm.

Plus, all seven new DEKALB soybean varieties are part of the **Roundup Ready® Xtend Crop System**, which gives you more herbicide options for tough-to-

control broadleaf weeds.

How does it work? Depending on your weed situation, choose the herbicide option that's best for you. Opt for **Roundup Xtend® herbicide with VaporGrip® Technology**, a glyphosate/dicamba premix designed to control grasses and tough-to-control broadleaf weeds, or choose **XtendiMax® herbicide with VaporGrip® Technology**, a dicamba-only formulation with the ability to tank mix with **Roundup WeatherMAX®** to suit your weed spectrum and needs. With either option, you get up to 14 days of residual activity to keep your fields cleaner, longer.

So when it comes time to choose your 2021 seed, be sure to choose the right seed for your farm, the seed you can count on. Choose DEKALB. The seed for every season. Talk to your Bayer representative today or visit dekalb.ca/seed-guides to find out which seed fits your farm's needs.

BayerValue East Rewards: two great options

Recognizing that not every farm has the same needs, Bayer is offering Eastern Canadian growers two different **BayerValue™** reward programs to choose from in 2021.



If you're a traditional corn and soybean grower, opt for the **BayerValue East Rewards Program®**. When you purchase a qualifying Bayer trait, you can save up to \$26/bag on corn seed, or \$10/bag on soybean seed through your crop protection purchases. You'll also get a one-year COMPLIMENTARY subscription to the **Climate FieldView™** platform!

If you're a horticultural producer, then the **BayerValue Hot Potatoes® Program** is the choice for you. You can save up to 14% on horticulture products when you purchase five or more qualifying products.

Keep an eye out for details about both programs at GrowerPrograms.ca and choose the one that's right for you.



BUTEO start: a new seed treatment for canola

Over the past few years, some canola growers have noticed that striped flea beetles have overtaken crucifers as the main early-season insect threat, and that existing insecticidal seed treatments are not as effective in controlling them.

The damage caused by flea beetles can result in yield losses of up to 10% and cost an estimated \$300 million in lost yield every year¹.

That's why Bayer is excited to introduce **BUTEO™ start**, a new canola seed treatment that offers superior protection against early-feeding striped flea beetles while still taking care of crucifer flea beetles, too.

The power of BUTEO start lies in its active ingredient, flupyradifurone. Its rapid uptake and translocation into the cotyledon then through to the leaf margins provides near-immediate protection of your canola plants, helping them start strong, even in dry conditions and in areas of high flea beetle pressure.



Prosper® EverGol®



Prosper EverGol + Industry Standard Insecticide Seed Treatment



Prosper EverGol + Industry Standard Insecticide Seed Treatment + BUTEO start

BUTEO[™] start



PHOTO: GETTY IMAGES / CRISTIAN RADUTA

¹ Source: Knodel, J.J. and Olson, D.L., 2002. Crucifer-flea beetle: biology and integrated pest management in canola. North Dakota State Univ. Coop. Ext. Serv. Publ. E1234. North Dakota State University, Fargo, ND. Top photos source: Bayer Market Development Trials (photos taken July 7, 2020 Carseland, AB). Treated seeds were seeded the same day.