

# *Benefits of New Seed*

## **Convenience**

- Highest quality and highest yielding product vs. bin-run
- Meets quality standards of seed company
  - Professionally handled and rigorously tested
    - Dramatically reduces splits and foreign matter
    - Ensures varietal purity
  - Germination tests to ensure peace of mind
  - Weed-free
- Reliable seed supply in many maturities
- Access to the most elite germplasm

## **Economics of New Seed vs. Bin-Run**

- Income lost by not selling as commodity grain (e.g. 1 bushel of bin-run seed multiplied by the commodity price of a soybean bushel)
- Average loss of approximately 10-15% cleanout at harvest for bin-run seed
- Handling and transportation costs for bin-run (approx. \$.35-\$.75/bushel)
- Bin-run planting rates are generally 15% higher than new certified seed
- New seed yields an average of 1.8 bushel/acre more than bin-run (University yield trials range from 1.2-5.9 bushel/acre)

## **Limited Warranty Benefits**

- Dealer agronomic support before and after the sale
- Risk management benefits of Roundup Rewards<sup>®</sup> (over \$600 million paid to growers since 1977)

## **New Innovations**

- Royalties provide research and development of new traits and higher yielding germplasm
- Monsanto invests over \$700 million per year on research and development
- Monsanto is 100% committed to agriculture
- New trait introductions
  - 7 – 9 years for commercialization
  - \$50 - \$100 million in total costs for a new biotech trait
- Seed companies and Monsanto are committed to our customers success

Ask for a copy of the 2008 Roundup Rewards<sup>®</sup> brochure for qualification criteria, program requirements and full benefits. Roundup Rewards<sup>®</sup> applies only to Roundup<sup>®</sup> branded and other agricultural herbicides specified by Monsanto. Roundup<sup>®</sup> and Roundup Rewards<sup>®</sup> are registered trademarks of Monsanto Technology LLC.