

TruFlex™

CANOLA with Roundup Ready®
Technology

**TRUFLEX™ CANOLA
WITH ROUNDUP READY®
TECHNOLOGY**

See the advantages of our next generation canola system

The logo features a stylized white 'R' composed of three curved segments above the text 'Roundup Ready' in a bold, sans-serif font, with 'TECHNOLOGY' in a smaller font below it.

**Roundup
Ready**
TECHNOLOGY

IMPROVED CONTROL OF TOUGH WEEDS

We have a message for cleavers, foxtail barley, wild buckwheat and dandelions: TruFlex™ canola with Roundup Ready® Technology is coming for you.

TruFlex canola with Roundup Ready Technology is part of our improved canola system designed to give you flexibility for your growing conditions enabling a broader pesticide application window and application rate than our current technology.

Because of its flexibility in the application window and rates, the TruFlex canola system allows for the control of a broad spectrum of weeds like cleavers, foxtail barley and wild buckwheat, and helps enable season-long dandelion control. Compared to our current technology, farmers can use TruFlex canola to achieve cleaner fields and a higher yield potential in a way that works for their farm's unique challenges.

DOMINATE YOUR FIELD

One of the smartest routes to high yield potential is through effective weed control – but you already know that. Here's how TruFlex™ canola with Roundup Ready® Technology can help make it happen:

IMPROVED CONTROL OF TOUGH WEEDS

The flexibility of the TruFlex canola system allows for the control of harder-to-kill weeds like cleavers, foxtail barley and wild buckwheat. It also helps enable season-long dandelion control.

FLEXIBILITY IN SPRAY RATES AND TIMING

TruFlex canola has a wider application window than our current technology. If weather or a late flush of weeds delays your spray date, no problem – you can spray up to first flower when applying sequential rates of 0.67 L/ac. The TruFlex canola system also enables flexibility with your Roundup WeatherMAX® herbicide application rate to help get the job done.

HIGHER YIELD POTENTIAL THROUGH GENETICS AND CROP SAFETY

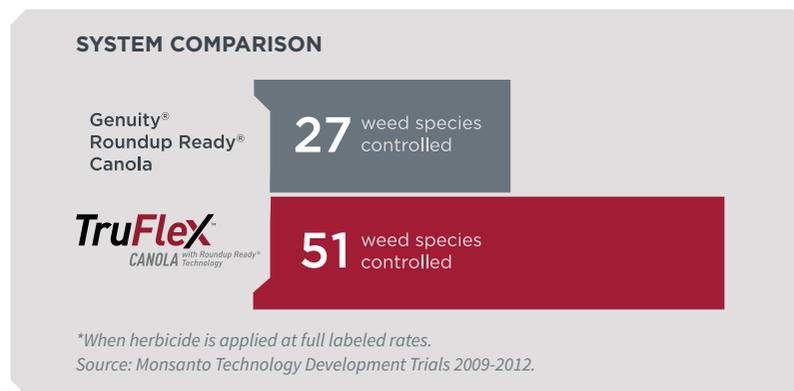
New genetics have packed a lot of yield potential into each TruFlex canola seed. New advances in trait technology help enable better weed control and crop safety compared to Genuity® Roundup Ready® canola. It's a combination that could give you the opportunity to see much more yield potential pass through the combine at harvest time.

**WE ARE THE
INNOVATION
LEADER IN THE
CROP TRAIT
BUSINESS.**

Our research and development pipeline provides farmers with the crop technology they need to overcome challenges in the field and be successful while caring for their families, their farms and the environment.

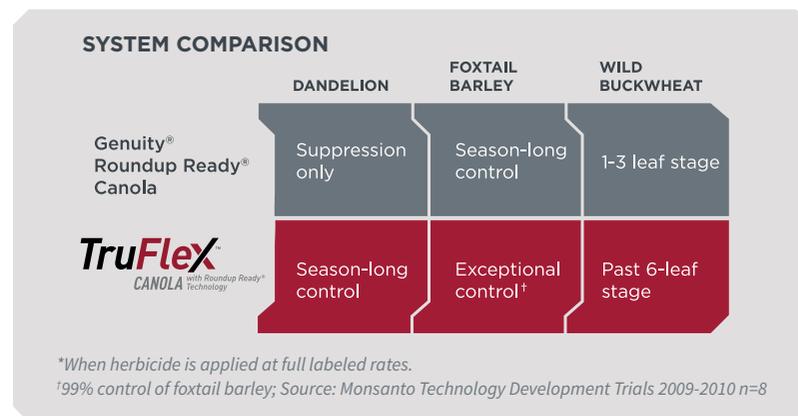
IMPROVED CONTROL OF TOUGH WEEDS

The ability to help effectively and consistently control both annual weeds and tough-to-control perennials – that's what farmers are looking for, and it's what the TruFlex™ canola with Roundup Ready® Technology system helps enable.



CONTROL A WIDER SPECTRUM OF WEEDS

Being able to apply Roundup WeatherMAX® herbicide in-crop at 1.33 L/ac for a single application or 0.67 L/ac for two applications provides a significant improvement in weed control and the ability to control 24 more weed species than is possible with the Genuity® Roundup Ready® canola system, including yellow foxtail, biennial wormwood and common milkweed, among many others.



CONTROL ANNUALS AND TOUGH PERENNIALS

- Dandelions: Helps enable season-long control
- Foxtail barley: Allows for 99% control†
- Wild buckwheat: Allows for control of medium buckwheat (four-to-six-leaf) with Roundup WeatherMAX herbicide at a rate of approximately 1 L/ac and large buckwheat (past six-leaf) at a rate of 1.33 L/ac

CONTROL 24 ADDITIONAL WEED SPECIES WITH TRUFLEX™ CANOLA WITH ROUNDUP READY® TECHNOLOGY

Genuity® Roundup Ready® Canola System Allows for the Control of:

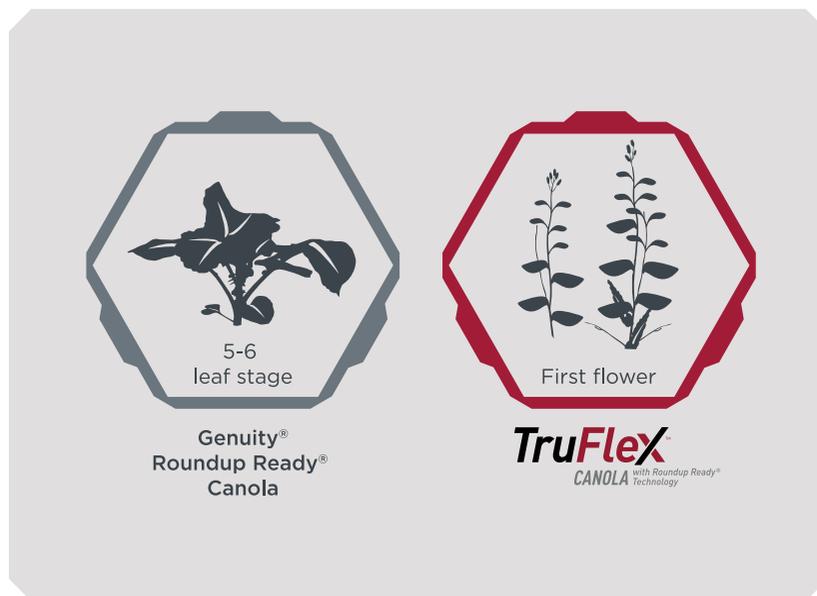
Wild Oats	Stinkweed	Non-Roundup Ready	Chickweed	Shepherd's Purse	Flixweed
Green Foxtail	Redroot Pigweed	Volunteer Canola	Corn Spurry	Cow Cockle	Narrow-leaved Hawk's Beard
Volunteer Barley	Wild Mustard	Hempnettle	Wild Tomato	Night-flowering Catchfly	Round-leaved Mallow
Volunteer Wheat	Russian Thistle	Lady's thumb	Cleavers	Smartweed	
Barnyard Grass	Lamb's quarters	Kochia	Wild Buckwheat	Stork's bill	

TruFlex Canola System Allows for the Control of:

Canada Thistle	Pannsylvania	Common Milkweed	Volunteer Wheat	Lady's thumb	Night-flowering Catchfly
Perennial Sow Thistle	Foxtail (yellow & giant)	Yellow Nutsedge	Barnyard Grass	Kochia	Smartweed
Dandelion	Fall Panicum	Field Bindweed	Stinkweed	Chickweed	Stork's bill
Quackgrass	Wild Proso Millet	Horsenettle	Redroot Pigweed	Corn Spurry	Flixweed
Foxtail Barley	Crabgrass (smooth & large)	Tall Waterhemp	Wild Mustard	Wild Tomato	Narrow-leaved Hawk's Beard
Smooth Pigweed	Velvet Leaf	Bur Cucumber	Russian Thistle	Cleavers	Round-leaved Mallow
Common Ragweed	Biennial Wormwood	Wild Oats	Lamb's quarters	Wild Buckwheat	
Cocklebur	Wire-stemmed Muhly	Green Foxtail	Non-Roundup Ready	Shepherd's Purse	
Eastern Black Nightshade	Volunteer Adzuki Beans	Volunteer Barley	Volunteer Canola	Cow Cockle	
			Hempnettle		

Source: Monsanto Technology Development trials 2009-2012.

FLEXIBILITY IN SPRAY RATES AND TIMING



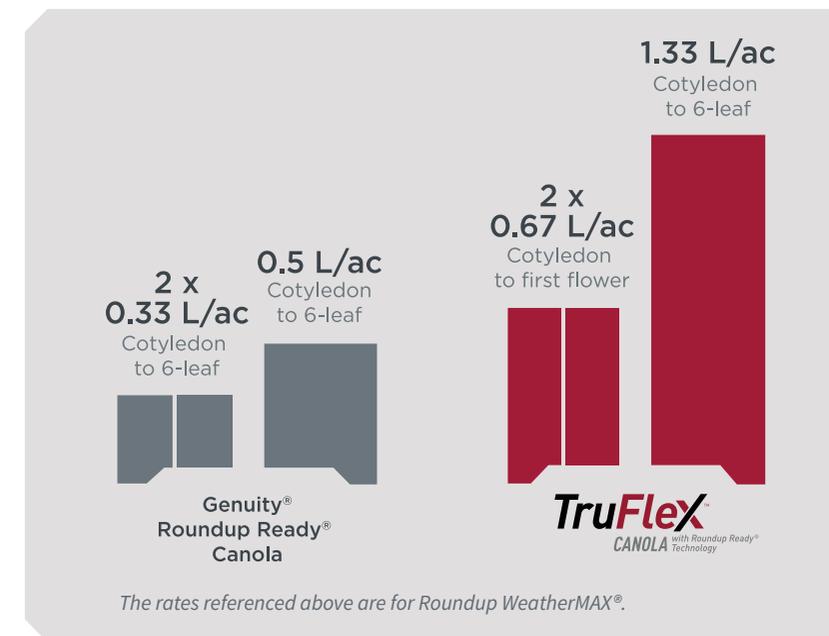
GET UP TO 10-14 MORE SPRAY DAYS AT IN-CROP TIMING

When it comes to spraying pesticides in-crop, farmers are increasingly pressed for time. Many are managing more acres and seeding earlier, which puts added pressure on pesticide application timing. Spring's unpredictable weather conditions can make the spray window feel even narrower.

TruFlex™ canola with Roundup Ready® Technology helps solve this problem by enabling greater flexibility in application timing.

The window of application for Roundup WeatherMAX® herbicide extends past the six-leaf stage all the way to the first flower when applying sequential rates of 0.67 L/ac. That's up to 10-14 days longer than our current technology.

With TruFlex canola, farmers are able to manage their time, deal with challenging weather and get a cleaner field.



THE RATE FARMERS NEED FOR THEIR WEED CHALLENGES

Weed management isn't getting any easier, and farmers need the tools to keep up with evolving weed pressure.

TruFlex™ canola with Roundup Ready® Technology allows farmers to have the option to apply Roundup WeatherMAX® herbicide in-crop at 1.33 L/ac for a single application or 0.67 L/ac for two applications. That means they can choose the ideal rate for the unique weed challenges on their farms.

When planning herbicide applications, always strive to take care of your weed challenges early in the season. This will give your TruFlex canola crop the best opportunity to reach its high yield potential.



Genuity®
Roundup Ready®
Canola

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Technology

HIGHER YIELD POTENTIAL THROUGH GENETICS AND CROP SAFETY

THE SOURCES OF THE YIELD POTENTIAL FOR TRUFLEX™ CANOLA WITH ROUNDUP READY® TECHNOLOGY

Elite Germplasm

The TruFlex canola trait is available in elite germplasm that has been bred to deliver products with agronomic benefits that Canada's canola farmers need.

Crop Safety

The TruFlex canola system allows for the application of higher rates of Roundup WeatherMAX® herbicide. The system helps minimize yield penalty relative to the Genuity® Roundup Ready® canola system.

HIGHER YIELD POTENTIAL THROUGH CONTROL AND SAFETY

We conducted field trials to test potential crop injury from spraying off-label on Genuity Roundup Ready canola. Our research confirmed that spraying canola above the recommended rates or outside the application window was costing farmers three bushels per acre or more in yield.

Source: Monsanto Technology Development Trials 2009-2012.

TruFlex canola with Roundup Ready Technology is built on new genetics to deliver higher yield potential compared to our current technology. Protecting that potential requires not only effective weed control but crop safety. Because you can apply Roundup WeatherMAX herbicide up to its first flower with TruFlex canola when applying sequential rates of 0.67 L/ac, you have more flexibility to manage your in-crop applications.

SYMPTOMS OF SPRAYING OFF-LABEL*

Symptoms of crop injury from spraying off-label on Genuity® Roundup Ready® canola can vary from field to field, but here are a few common signs to watch for:



CHLOROSIS / YELLOWING

Earlier on in the crop cycle, you can see chlorosis or yellowing of the crop. Although you may not see this uniformly across the field, there may be spots where it is apparent and indicates damage.



GROWTH REDUCTION

It is tough to notice growth reduction if a check strip isn't left to compare plant height, but often crop growth may be stunted as a result of off-label spraying.



FLOWER BLEACHING

As the canola enters into the flowering stage, flowers may seem bleached and won't have the rich, distinct yellow of canola. Similar to growth reduction, this may be hard to identify unless there is a check strip. If the colour of the flower looks less bright than some of your other fields, this is most likely due to spraying off-label.

Find more information on TruFlex™ canola with Roundup Ready® Technology:

Visit TruFlex.ca

Get advice on weed management:

Visit MonsantoCMS.ca

Monsanto Company is a member of Excellence Through Stewardship® (ETS). Monsanto products are commercialized in accordance with ETS Product Launch Stewardship Guidance, and in compliance with Monsanto's Policy for Commercialization of Biotechnology-Derived Plant Products in Commodity Crops. These products have been approved for import into key export markets with functioning regulatory systems. Any crop or material produced from these products can only be exported to, or used, processed or sold in countries where all necessary regulatory approvals have been granted. It is a violation of national and international law to move material containing biotech traits across boundaries into nations where import is not permitted. Farmers should talk to their grain handler or product purchaser to confirm their buying position for these products. Excellence Through Stewardship® is a registered trademark of Excellence Through Stewardship.

ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS. Roundup Ready® Technology contains genes that confer tolerance to glyphosate, an active ingredient in Roundup® brand agricultural herbicides. Agricultural herbicides containing glyphosate will kill crops that are not tolerant to glyphosate.

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