



BURRUS/HUGHES/HOBLIT ENDORSES NEW SEED

There are many benefits of purchasing new seed:

- Purchasing new seed is a convenient way to ensure getting a product that is highest quality and highest yielding vs. bin run. You access the most elite germplasm. Burrus/Hughes/Hoblit brand seed meets strict quality standards, and you can rest assured that every bag is professionally handled and rigorously tested. Buying new seed dramatically reduces splits and foreign matter and ensures varietal purity because we use germination tests to ensure peace of mind. New seed is also weed free.
- The economics of buying new seed vs. using bin run beans is a no-brainer. The average loss associated with cleanout is 10 to 15% higher than new Burrus/Hughes/Hoblit seed.
- There are some limited warranty-benefits associated with buying new seed. With new seed, you get Burrus/Hughes/Hoblit agronomic support before and after the sale.

BURRUS/HUGHES/HOBLIT ENDORSES NO SAVE SEED POLICY ON PATENTED TRAITS OR SEEDS

- Seeds containing the Roundup Ready® trait are protected by numerous US patents. It is unlawful to save Roundup Ready soybeans for planting or transfer to others for use as planting seed.
- It is also unlawful to save patented germplasm (varieties) for planting or to transfer to others for use as planting.

NEW SEED BENEFIT STATEMENT

Convenience

- Reliable seed supply in many maturities
- Access to the most elite germplasm

Economics of New Seed vs. Bin-Run

- 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

New Innovations

- Royalties provide research and development of new traits and higher yielding germplasm

SEED PIRACY

Seeds containing the Roundup Ready trait are protected under numerous United States patents, including Patent No. RE39.247.

It is unlawful to save Roundup Ready Soybeans for planting or transfer to others for use as planting seed. There are over 225 patents protecting soybeans today.

Roundup Ready® Soybeans contain in-plant tolerance to Roundup® brand herbicides, enabling growers to spray labeled brands for Roundup® over the top, from emergence throughout flowering, for superior weed control, excellent crop safety and maximum yield potential.

Since they were first introduced several years ago, Roundup Ready® soybeans have shown consistent and reliable performance. Outstanding yields and reduced input costs mean that Roundup Ready® soybeans, used in a Roundup Ready® system, offer growers more profit opportunities than conventional soybeans.

