



ROUNDUP READY SOYBEANS

SIMPLE • FLEXIBLE • DEPENDABLE

SIMPLE

TAKING COMPLEXITY AND WORRY OUT OF SOYBEAN PRODUCTION.

Perfect for reduced or no-till operations, Roundup Ready Soybean varieties contain in-plant tolerance to Roundup agricultural herbicides. Just spray over the top from emergence through flowering for simple, flexible and dependable weed control, proven crop safety and maximum yield potential.

FLEXIBLE

APPLY ROUNDUP WHEN YOU NEED TO.

Roundup Ready Soybeans provide the flexibility to make applications when you need to. You can consistently achieve excellent weed control and maximum yield potential with the Roundup Ready Soybean System. It's one great advantage that keeps farmers coming back year after year.

DEPENDABLE

MORE TIME TO SPEND WHERE YOU NEED IT MOST.

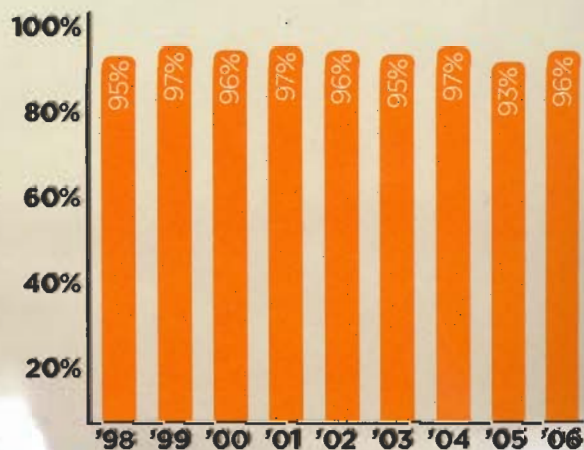
With the Roundup Ready Soybean System, you'll be able to take advantage of unsurpassed weed control, time savings and flexibility. The Roundup Ready System takes the guesswork out of application and makes weed control a snap—even with reduced tillage.

NINE OUT OF TEN FARMERS CHOOSE THE ROUNDUP READY SYSTEM FOR THEIR SOYBEAN CROP.¹

And for good reason. Research shows satisfaction among farmers who use Roundup Ready Soybeans has been higher than 90 percent every year since 1998.²

Higher satisfaction with lower costs. More consistent weed control with less effort. It's why the Roundup Ready Soybean System is your clear advantage.

PERCENT OF GROWERS SATISFIED
1998-2006



SOURCE: MARKETING HORIZONS
TRAIT SATISFACTION STUDIES

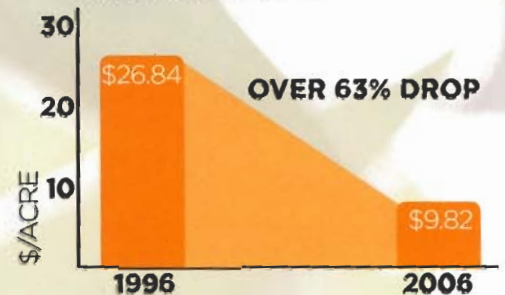
STILL THE BEST WEED CONTROL SYSTEM BIOTECHNOLOGY HAS TO OFFER.

WEED CONTROL WITH COST CONTROL

A MORE ECONOMICAL APPROACH TO WEED CONTROL.

Roundup Ready Soybeans have helped drive down the cost of weed control. Since 1996, the average cost of soybean herbicides has declined over 63 percent.³ That's reliability made affordable.

AVERAGE COST OF SOYBEAN HERBICIDES PER ACRE



SOURCE: dmrkynetec

ROUNDUP READY SOYBEANS PLUS HERBICIDE EXPENDITURES

1998-2006

ROUNDUP READY SYSTEM AVG. \$/ACRE



SOURCE: dmrkynetec

STEADY COST DECREASE OF BEANS PLUS HERBICIDE.

While the input costs of soybean production have increased, the input costs of the Roundup Ready Soybean System (seed plus chemicals) have actually decreased over the same time period.