



Merschman Seeds, Inc.

103 Avenue D / PO Box 67, West Point, IA 52656
(319) 837-6111 • (800) 848-SEED • Fax: (319) 837-6104
email: merseeds@merschmanseeds.com
www.merschmanseeds.com

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**Press Release
FOR IMMEDIATE RELEASE**

Merschman Seeds Sponsors Live Radio Call-In Show With World Renowned Weed Management Experts

WEST POINT, IA – Merschman Seeds and Bayer CropScience in cooperation with KWKZ 106.1 FM radio located in Cape Girardeau, MO are hosting a special farmer call-in program focusing on the hottest topic in agriculture today: Managing Glyphosate Resistant Weeds on **Tuesday January 10, 2012 at 10:00 AM**. You will be able to listen to the show live in the KWKZ 106.1 FM listening area or online at www.kwkz.com anywhere in the country. Dr. Steven Powles, Dr. Ford Baldwin, Robert Henry and Cousin Carl from KWKZ 106.1 FM will be hosting the show.

Dr. Stephen Powles is a world renowned scientist from the University of Western Australia and the director of the Western Australian Herbicide Resistance Initiative. He has traveled the world as an advocate of proactive glyphosate resistance management after seeing the effects of glyphosate-resistant ryegrass wreak havoc in his homeland. Powles is an international authority on all aspects of herbicide resistance and is one of the world's most highly cited plant scientists. Dr. Powles was a guest speaker at Merschman Seeds' 2011 Weed Management Symposium at Riverside Casino & Golf Resort last January.

Ford Baldwin, Ph.D., is an internationally recognized weed scientist and co-owner of Practical Weed Consultants, LLC located in Austin, Ark. Baldwin specializes in all aspects of weed control in rice, soybean, wheat and cotton. Prior to forming Practical Weed Consultants, LLC, Baldwin served as Extension weed scientist for the University of Arkansas. His research in weed management has been published in numerous journals, and he is considered an expert in weed resistance management. Dr. Baldwin was also a guest speaker at Merschman Seeds' 2011 Weed Management Symposium at Riverside Casino & Golf Resort last January.

Robert Henry, Merschman Seeds' Mid-South distributor, and a successful farmer & businessman was one of the first in New Madrid County, Missouri to recognize glyphosate resistant weeds as being a threat to his fellow farmers. Robert has been

promoting weed management solutions for the past several years and brings a lifetime of practical farming experience.

Joe Merschman, President/CEO states, “This weed management program highlights the importance that Merschman Seeds puts on providing sound agronomic practices for its customers and extends an invitation to all interested farmers in the area looking to learn more to help arm themselves against glyphosate resistant weed issue. We are very excited to be hosting this event.”

**Plan to listen in live on Tuesday, January 10, 2012 at 10:00 AM.
You won't want to miss this!**

What: World Renowned Weed Experts Discuss Glyphosate Resistant Weed Management

Where: Listen to the show live on your radio if you're in the listening area of KWKZ 106.1 FM Cape Girardeau, MO or online at www.kwkz.com anywhere in the country

When: Tuesday January 10, 2012 at 10:00 A.M.