

# BENEFITS OF NEW CERTIFIED 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
- Meets U.S. Federal Seed Law standards

## ECONOMICS OF NEW SEED VS. BIN-RUN

- Income lost by not selling as commodity grain (e.g. one bushel of bin-run seed multiplied by the price of a soybean bushel)
- Average loss of ~ 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® (over \$600 million in benefits paid)

## NEW INNOVATIONS BENEFIT FOR FARMERS?

- **Monsanto's 100% commitment to agriculture**
- **Research and Development Milestones**
  - 2010 — 4 commercial product launches
  - Pipeline: 11 advanced stage high impact products
- **Impact on the Farm<sup>1</sup>**  
(increase in national farm income)
  - GM soybeans: \$ 1.56 Billion
  - GM corn: \$ 2.00 Billion
  - GM cotton: \$ .27 Billion
  - GM Canola: \$ .031 Billion
  - TOTAL \$ 3.861 Billion
- **Industry Support**

*The Beyond the Seed Program was launched by the American Seed Trade Association (ASTA) to raise awareness and understanding of the value that goes beyond the seed. The future success of U.S. agriculture depends upon quality seed delivered by an industry commitment to bring innovation and performance through continued investment. For more information about seed technology, visit ASTA's Beyond the Seed Program at [www.beyondtheseed.org](http://www.beyondtheseed.org).*



You're buying more than just seed. You're getting value today and innovation for tomorrow.

COMMITMENT. INNOVATION. PERFORMANCE.

- *Stronger intellectual property rights in the seed sector are associated with higher yield growth.<sup>2</sup>*
- *Our very preliminary estimate is that farmers get a \$6 benefit for each \$1 spent on private sector research.*

<sup>1</sup> Graham Brookes and Peter Barfoot. GM Crops: global socio-environmental and environmental impacts 1996-2008. PG Economics, UK. April 2010.

<sup>2</sup> Sergio Lence and Dermot Hayes. "Returns from Private Sector Seed Research." [www.BeyondTheSeed.com](http://www.BeyondTheSeed.com), Oct. 2009.

**Roundup Rewards®** applies only to Roundup® branded and other agricultural herbicides specified by Monsanto. Program details referenced in this publication are subject to change and should be verified by visiting [RoundupRewards.com](http://RoundupRewards.com) or checking with your local Monsanto dealer.

For more information about seed technology, visit ASTA's **Beyond the Seed Program** at [www.beyondtheseed.org](http://www.beyondtheseed.org). ASTA, as a trade industry association, does not endorse products, services or technology of individual companies.

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