



News Release

Agrisure Duracade® Import Approval Gives Rob-See-Co™ Seed Customers Greater Options

(OMAHA, Neb) China's grain import approval on July 17, 2017 of the Agrisure Duracade® corn rootworm trait will open many more grain marketing options to U.S. corn producers. Hybrids with the Agrisure Duracade trait are available through Rob-See-Co, an independent seed company located in Waterloo, NE.

Rob-See-Co has been offering Agrisure Duracade-traited seed corn since 2014, but prior to this approval, the grain produced could only be used by growers as livestock feed on their own farms or delivered to a designated, approved dairy, feedlot or feed mill. With the import approval by China, farmers will now have more choices and outlets for their grain during the 2018 growing season and beyond.

"Agrisure Duracade is highly effective in controlling corn rootworm and offers farmers a choice compared to what's available today, not only in terms of a new mode of action, but also as a different technology provider," said Rob Robinson, CEO of Rob-See-Co.

Rob-See-Co corn hybrids containing the Agrisure Duracade trait deliver dual mode of action control for both above- and below-ground insect pests, and feature a unique mode of action that provides a higher level of corn rootworm control to help growers achieve healthier crops for greater yields. A study conducted by Dr. Bruce Hibbard at the University of Missouri showed a 99.7 percent reduction in adult corn rootworm beetle emergence by using Agrisure Duracade, a highly significant improvement over a single mode of action rootworm trait.

Rootworms are known as the "billion dollar bug," costing farmers more than \$1 billion annually in lost yields and insect control costs. In addition, biological shifts that reduce effectiveness of current control methods are forcing farmers to change their approach to managing this insect. For the greatest efficacy and to minimize resistance, farmers should deploy a comprehensive protection plan against corn rootworm. This should include crop rotation, using the dual mode-of-action Agrisure Duracade trait stack and adding a soil insecticide in cases of expected heavy

pressure. Use of a beetle spray program to reduce adult populations during the prior year, followed by planting an Agrisure Duracade hybrid, is also an effective program.

With the recent grain import approval by China, Rob-See-Co customers will now have a greater choice in the number of hybrids available with Agrisure Duracade, as well as expanded marketing opportunities for the grain they produce. All hybrids with the Agrisure Duracade trait stack are also E-Z Refuge, which means growers have the simplicity and convenience of a 5% integrated refuge in the bag.

“Agrisure Duracade is the best trait on the market to fight corn rootworm,” said Eric Ford, head of product management. “Farmers need every tool at their disposal to battle this difficult pest, and we are excited to provide our customers with Agrisure Duracade options at an even greater level than before.”

About Rob-See-Co

Rob-See-Co is an independent seed company with regional expertise, providing customers access to leading genetics and traits through the Rob-See-Co and Innotech® seed brands. Rob-See-Co works alongside its customers, building strong relationships and helping them plant the right seed for their long-term success, while keeping the process friendly, straightforward and simple. To learn more, visit www.robseeco.com

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