



**NEWS RELEASE**

**For Immediate Release**

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**Agrisure Duracade® receives European Union Approval – Opens Opportunities  
for Rob-See-Co™ Producers**

*Industry's Best Dual Mode of Action Corn Rootworm Option Now Fully Approved*

ELKHORN, Nebr. (July 29, 2019) The final grain import approval from the European Union for food and feed use of Agrisure Duracade was received today. This approval, combined with previous approvals in the United States, Canada, China and other major international markets, opens the door for growers to sell Duracade to all elevators, ethanol plants, feedlots, feed mills and livestock feeders.

“This latest approval of Agrisure Duracade means full freedom to market Agrisure Duracade grain for our farmers,” 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 below-ground insect pests and feature a unique mode of action that provides a higher level of corn rootworm control to help growers maintain healthier roots for better standability and greater yields. A USDA study conducted by Dr. Bruce Hibbard at the University of Missouri found the lowest level of adult corn rootworm beetle emergence in Agrisure Duracade hybrids compared to any other current corn rootworm trait on the market. All hybrids with the Agrisure Duracade trait stack are also E-Z Refuge, which means farmers have the simplicity and convenience of integrated refuge in the bag.

“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.

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Corn rootworm is the most destructive corn pest in the United States, costing growers more than \$1 billion annually in reduced yield and insect control costs. Additionally, biological shifts that reduce effectiveness of current control methods are forcing farmers to change their approach to managing this insect. For the greatest efficiency and to minimize resistance, farmers should deploy a comprehensive management plan for corn rootworm. This includes crop rotation, using the dual mode-of-action Agrisure Duracade trait stack, or adding a soil insecticide. 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.

“Agrisure Duracade gives growers their best opportunity to fight corn rootworm,” said Jim Robinson, Corn and Soybean Product Manager. “Farmers need every tool at their disposal to battle this difficult pest, and we are excited to provide our customers with the option of Agrisure Duracade.”

### **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 along side 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](http://www.robseeco.com).

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