

Genuity® Technology Expo Returns for Third Year

Global agriculture faces one of the most important challenges of the 21st century. By 2050, there will be 9 billion people on the earth, forcing food production to double in the midst of dramatic climate change. To serve the needs of all people on this planet, agriculture must become more efficient – getting more food, feed, fiber and fuel out of limited water, land and other available resources.



“These challenges are large,” says Mike Nailor, Corn and Soybean Trait Marketing Lead for Monsanto Canada. “We do not have all the answers but we believe better solutions will come when we join with others to help farmers improve yields while conserving natural resources.”

The Genuity® Technology Expo will showcase current and future technologies in crop agriculture that Monsanto hopes to bring to Canadian farmers to help them to double corn and soybean yields by 2030. Monsanto is not new to bringing improved technology to farmers. In the past 14 years, Monsanto has launched 18 new biotech traits including the most recent corn and soybean traits, Genuity® SmartStax™, Genuity® VT Double PRO™ and Genuity® Roundup Ready 2 Yield®.

Now in its third year at Canada’s Outdoor Farm Show, the Genuity® Technology Expo has lots to offer farmers that have yet to experience the tour and those who have visited over past years. “We have a whole new look and feel this year,” says Nailor. “With a variety of new technologies on display and a streamlined tour, we are confident that farmers who invest 30 minutes with Monsanto will be rewarded with a stronger understanding of how they can produce more and conserve better on their farms while improving their bottomlines.

One of the key corn technologies that Monsanto will have on display is Monsanto’s concept of refuge in a bag that, once approved, will allow farmers to plant a single bag of corn that will have the all the required refuge blended with Genuity® SmartStax™ thereby making refuge compliance simple and automatic. On the soybean side, dicamba-tolerant soybeans, once approved, will provide farmers with cleaner fields and higher yield potential while reducing the risk of weed resistance developing.

The 30 minute tours of the Genuity® Technology Expo run continuously during Canada’s Outdoor Farm Show on September 14, 15 and 16, 2010 in Woodstock, ON. Contact your dealer to arrange a tour or visit the Monsanto booth during the Show.

For more, visit www.GenuityTraits.ca or www.OutdoorFarmShow.com

