

## Monsanto Showcases Genuity™ Technology



If you're looking for the WOW factor, don't search any further than Canada's Outdoor Farm Show this September. Last year, there was plenty of industry buzz around the special display showcasing crops featuring Monsanto's current and future products. With that kind of excitement, Monsanto Canada decided to return in 2009 to Canada's Outdoor Farm Show with something even better & more interesting – the Genuity™ Technology Expo.

On September 15, 16, and 17, farmers will be able to tour this portal exhibit on the future of cropping as Monsanto showcases current and upcoming crop technologies, including new technologies for corn and soybeans, with a special focus on Monsanto's new Genuity™ brand.

"We're going to introduce the Genuity™ brand as the platform to unite all of Monsanto's newest and future technology traits," says Mike Nailor, Corn and Soybean Trait Marketing Lead for Monsanto Canada. "The Genuity™ brand will help to simplify and more clearly connect our family of traits with the farmers who value them"

Farmers will see firsthand how Genuity™ SmartStax™ corn, Genuity™ Roundup Ready 2 Yield™ soybeans, Omega-3 soybeans, yield-enhancing genes and drought-stressed crops perform in real field conditions. Genuity™ SmartStax™ crops are being grown under a Stress Mitigation Tent installed at the end of June in order to properly showcase their performance under simulated drought conditions. Constructed on June 30<sup>th</sup>, the clear-span tent creates stress conditions by allowing sunlight and heat in - but keeping out all the rain.

"As a company totally focused on agriculture, Monsanto invests close to \$1 billion annually to identify and develop new solutions to help keep farmers at the forefront of competitive global markets," says Nailor. "The Genuity™ Technology Expo will showcase to growers the innovative technologies that Monsanto scientists are developing – research that reflects the company's commitment to farmers and to the future of agriculture."

The success of last year's exhibit at Canada's Outdoor Farm Show in Woodstock, Ontario led Monsanto Canada to also host another Genuity™ Technology Expo at Quebec's Expo-Champs Agricultural Show in Saint Liboire this September. "Whether in Ontario or Quebec," adds Nailor, "the opportunity to demonstrate to farmers how Genuity™ brand products can help farmers do what they do best, even better, is a great outcome for Monsanto."

Free tours of the Genuity™ Technology Expo at Canada's Outdoor Farm Show will be offered daily on September 15, 16 & 17, 2009 and conducted by Monsanto staff and researchers. In order to avoid line-ups, interested growers can pre-book tours by contacting their local dealer or by calling Monsanto Canada at 1-800-285-1281. Canada's Outdoor Farm Show will be held September 15, 16, and 17 at Canada's Outdoor Park in Woodstock, Ontario.

Visit [www.OutdoorFarmShow.com](http://www.OutdoorFarmShow.com) for more information.

