

Roundup Ready Soybeans

Simple

Effective



Roundup Ready[®] Soybeans

Your Greatest Advantage

Not long ago, growing soybeans meant long days filled with worry and uncertainty. Watching the skies, walking the fields and waiting to see the results – never knowing what to expect.

It was a chore riddled with problems and doubt, where success came to those who could muscle their way through the work. It was far from reliable and even further from easy.



Soybean Farming Used to Mean...

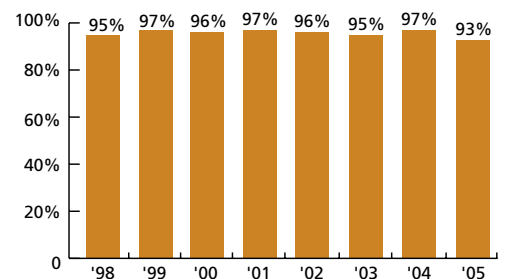
- Endless hours spent tilling and spraying fields
- Walking the fields with family or hired help
- Working with three to four different herbicides
- Multiple applications
- Narrow application windows
- Burning your beans while attempting to control weeds
- Unreliable weed control and difficulty harvesting
- At harvest, your combine simply reseeded weeds for next year

Then nearly a decade ago, the Roundup Ready System changed the way soybeans are grown.

Today, nine out of 10 farmers choose the Roundup Ready System for their soybean crop.¹ And for good reason. Research shows customer satisfaction among farmers who use Roundup Ready Soybeans has been higher than 90 percent every year since 1998.²

Higher satisfaction with lower costs. More consistent weed control with less effort. It's why the Roundup Ready Soybean System is your clear advantage.

Percent of Growers Satisfied 1998 – 2005



Source: Marketing Horizons Trait Satisfaction Studies

Today's Roundup Ready Soybean System Means...

Point

Convenience

Taking the complexity – and the worry – out of soybean production.

Perfect for reduced or no-till operations, Roundup Ready Soybean varieties contain in-plant tolerance to Roundup agricultural herbicides. Just spray over the top from emergence through flowering for unsurpassed weed control, proven crop safety and maximum yield potential.

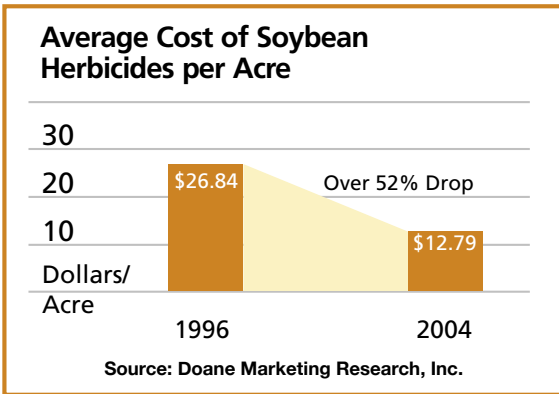


Point 2

Efficiency

More time to spend where you need it most.

With the Roundup Ready Soybean System, you'll be able to take advantage of unmatched weed control, time savings and flexibility. The Roundup Ready System takes the guesswork out of application and makes weed control a snap – even with reduced tillage.



A more economical approach to weed control.

Roundup Ready Soybeans have helped drive down the cost of weed control. Since 1996, the average cost of soybean herbicides has declined over 52 percent.³ That's reliability made affordable.

Point 3

Herbicide Savings

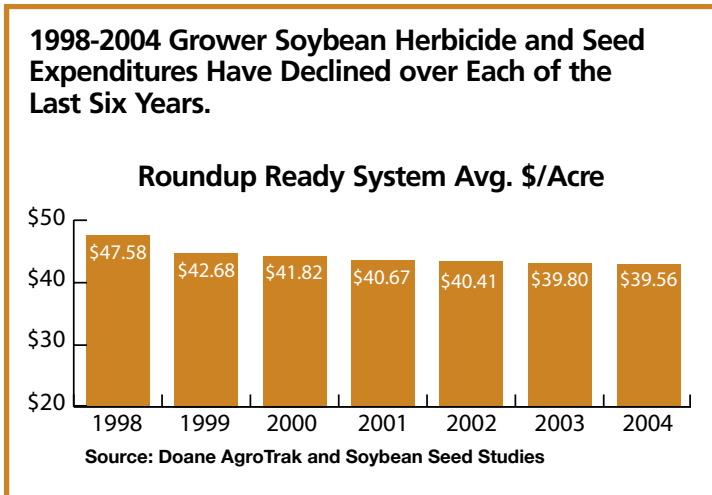
Point 4

Input Savings

Greater affordability every year since 1998.

While the input costs of soybean production have increased the input costs of the Roundup Ready Soybean System (seed plus chemicals) have actually decreased for the same period.

Down **\$8.02**
Since 1998



Roundup Ready Soybean System Coupled with No-Till Provides Maximum Profit Opportunity

Use the worksheet below to calculate the revenue and expenses associated with conventional soybean farming compared to the no-till Roundup Ready Soybean System. Begin with your Gross Revenue per Acre, then follow with the Operating Costs, and so on for each column. Then see for yourself the greater value Roundup Ready Soybeans can bring to you.

	Conventional Soybean Herbicide Program	Roundup Ready Soybean System
	Conventional Till	No-Till
Yield bu/A⁴	47.4	50.0
Gross Revenue/A		
Operating Costs/A		
Tillage (Primary and secondary)		
Seeds and Traits		
Herbicide		
Herbicide Application		
Cultivation		
Total Operating Costs/A		
Added Convenience, Simplicity, Labor Savings		
Added Clean Field, Clean Harvest		
Gross Profit per Acre		

Potential outcome combines the cost savings of no-till and the yield advantage of a Roundup agricultural herbicide program versus a conventional soybean herbicide program in Roundup Ready Soybeans. Yields and costs may vary by year and location.

¹ Marketing Horizons 2005 Seed and Trait Study.

² 2003 Marketing Horizons Roundup Ready Soybean Satisfaction Study of 853 growers who planted Roundup Ready Soybeans in 2003.

³ Doane Marketing Research, Inc., Profile and AgroTrak Studies.

⁴ Source: 832 Monsanto field trials in 1996–1998 comparing Roundup agricultural herbicide to conventional herbicides on Roundup Ready Soybeans. The 2.6 bu/A yield difference is directly related to the herbicide program, not to the tillage systems, as tillage systems were not compared in these studies.



Always read and follow pesticide label directions. Roundup Ready® crops contain genes that confer tolerance to glyphosate, the active ingredient in Roundup® agricultural herbicides. Roundup agricultural herbicides will kill crops that do not contain a Roundup Ready gene. Roundup®, Roundup Ready®, Roundup WeatherMAX®, Roundup Original MAX™ and Transorb® are trademarks of Monsanto Technology LLC. All other trademarks are the property of their respective owners. [24936-1-vh-08/05] ©2005 Monsanto Company. Lit # 3F-9B-05-1221