



Best Starting Point for the Most Successful Wheat Crop?

Certified Seed

Over the years, wheat growers have planted more certified seed, and their results have been outstanding. Northern Seed, LLC in Butte, Montana, for example, has produced more and sold out of certified seed for the past three years. “Once we have a thorough discussion with growers about the cost-profit benefits, demand goes up,” said Northern Seed owner, Ron Ueland. With certified seed, farmers get pure genetics that increase profitability in numerous ways.

Home-grown seed may cost less on the front end, but costs significantly more overall, in hard dollars and trouble. “Why plant the problems you have always had back into the ground?” asks Jake Baum of Northern Seed, LLC in Conrad, Montana. It’s a great question. These days, seed of higher purity can minimize or eliminate problems that have cost more time, money and worry.

Certified seed is a very good insurance policy for the grower. A good example is winter hardiness. Bin-run seed may look good, but how do you know if it is pure, has maintained its genetic characteristics, and seedling vigor? For Montana winters, varieties that are researched and bred locally perform better. “WestBred has done a fantastic job with localized breeding,” said Baum. “We trust WestBred’s data and growers count on that.”

Do you have a success story to tell? Do you have a success story to tell? We would love to share it. Please email us at connect@westbred.com.

The Five P’s of Purchased, Professionally Produced Wheat Seed

- 1 Performance** – Grower surveys* indicate an average yield gain of 1.6 bushels per acre with newly purchased Certified Seed versus bin-run seed.
- 2 Price** – Compare the price of new seed to the total cost associated with saving seed, including costs of moving grain in and out of the bin, storage loss, interest, seed cleaning, treating, testing, and labor.
- 3 Profit Potential** – Research has shown a \$5.64-per-acre incremental income advantage* based simply on seed costs and performance gain.
- 4 Professionally Produced** – The production of seed is an exacting science, conducted by seed professionals to ensure that the seed is of the highest purity and quality possible.
- 5 Peace of Mind** – Save time that can be invested in other activities from farm management and grain marketing to personal activities.

* Source: Wheat Seed Market Opportunity Assessment, Study #3639, conducted May 2011.



Monsanto and WestBred Bring Innovations to Wheat Seed Management



At Monsanto, one of our goals is to make business easier for seed suppliers and growers. One way we are doing this is by introducing seed management tools to streamline operations.

We have partnered with agricultural data collection experts, AgCelerate and AgData. For seed suppliers and growers, AgCelerate is the fastest, easiest, and most-secure way to sign multiple wheat Seed Agreements. When you register at AgCelerate.com, wheat seed agreements can be signed within seconds, and become “evergreen”, easily and automatically renewable in future years.

Seed Suppliers... Simplify Data Management



The management and completion of the WestBred Seed Agreements continues to be improved. Now, with the incorporation of both of the AgData and AgCelerate web tools for all levels of Seed Suppliers, it's easier than ever.

The revised Data Reporting web tool developed by AgData streamlines entry. Combine that with the AgCelerate.com web tool, and you've got the fastest, easiest and most-secure way to help your growers sign multiple Seed Agreements.

These powerful tools work together to take the paperwork burden off of you, freeing you to run your business and serve your growers.

Growers... Simplify Use Agreements

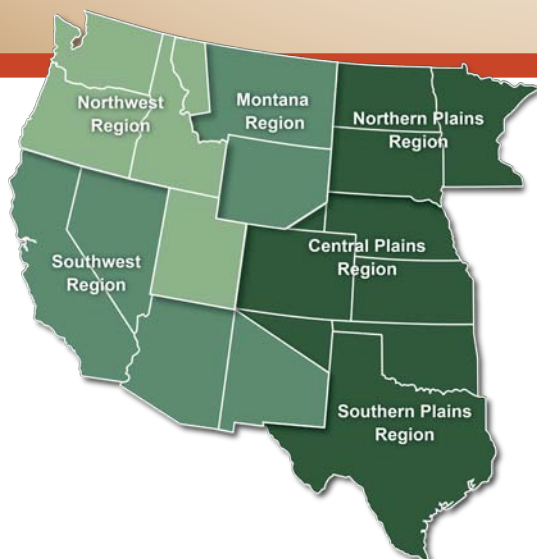


AgCelerate.com is the most effective and secure way to sign wheat seed agreements, and assists you in meeting your seed compliance requirements. Experience power and convenience:

Experience power and convenience:

- Easy to sign up for and use.
- Reduces paperwork.
- Provides access to wheat Seed Agreements anytime.
- Allows agreements to be printed for records.
- Protects the confidentiality and security of all information.

This user-friendly online tool lets you put your focus on where you want it... growing your crops and your business.



Rollout Forecast for WestBred Seed Suppliers

2013	Northwest Region
2014	Southwest Region
2014	Montana Region
2015	Northern Plains Region
2015	Central/Southern Plains Region

Go to AgCelerate.com to register, or call 877-233-4567 to speak with a customer service representative. Stay tuned for more rollout information.



Head out to your local WestBred Field Day and see what's in store for you:

- Sneak a peek at the latest and greatest WestBred varieties for your area.
- See side-by-side variety comparisons.
- Get your WestBred promotional items.

For more details, please call your WestBred Seed Supplier or visit WestBred.com.

Continuous Improvement in Wheat Productivity

Backed by the capabilities of Monsanto, locally-adapted WestBred varieties are performing for the U.S. wheat grower.



Winning the Yellow (Stripe) Rust Battle in California

WB-JOQUIN ORO is a Hard Red Spring Wheat helping growers battle a new race of Yellow (Stripe) Rust that developed in California. With the same early maturity as JOQUIN, WB-JOQUIN ORO offers improved protein content and test weight. A newly-release variety, WB9229, builds on the great quality and disease resistance of WB-JOQUIN ORO with improved yield.



Solid Stem Varieties Fight Sawfly in Montana Region

WB-QUAKE is a solid stem Hard Red Winter Wheat variety that has very good yield potential under the sawfly pressure. "Sawfly did not take it down, and we only needed to spray once for Stripe Rust," said wheat producer Jerry Philips of Conrad, Montana. "With other varieties we need to spray twice." WB-QUAKE stands well, and also has very good resistance to Stripe Rust.



Improvements in the Central Plains... Better With Time

ARMOUR is a Hard Red Winter Wheat that has been a top producer on acidic soils in south central Kansas. Jared Gregory, a wheat producer in Sedgwick County, Kansas, said, "we have noticed that by planting ARMOUR, we not only got great yields on our acidic soils, but some of the best overall yields on our entire farm."



"Some of the rewards for planting certified seed include: no cleaning expenses, guaranteed germination, cleaner seed, and more yield at harvest. Planting bin-run seed has hidden labor costs, seed cleaning costs, and the risk of cheat grass or joint grass mixed in with the seed. That is in addition to uncertain germination. Seed royalty money is a good investment in the future of wheat for all farmers."

*David Leonard
Wheat Producer
Goodland, Kansas*



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