

Use a Future Focus to Talk About Trait Technology Today

The sustainable farming future we all hope to have depends on taking a long-term view of things. For farmers, this shift in thinking is starting to happen. More and more of your customers are looking beyond this year's yield to understand how they can set themselves up for profitable, sustainable farming for years and decades to come.

Today, you're bringing solutions that solve practical problems happening right now on the farm, yet many of those solutions are also forward looking. Trait technologies like PowerCore® Enlist® corn, for example, open the door to thinking about the long term. This is a technology that's flexible and system oriented. It's designed to work with sustainable practices like Integrated Pest Management (IPM) and cover cropping. While it's not future-proof (nothing in farming can be), it is capable of being future-shaping.

When you think about the technologies you represent — including PowerCore Enlist corn — in this kind of long-term, future-shaping way, it can be game-changing, both for your business and your customers. Helping farmers see beyond the season in front of them creates a chance for you to showcase the long-term value of the solutions you're bringing to the table. This is also an opportunity to deepen your customer relationships, expanding your role as a valuable partner who can help guide them into a sustainable future.

Before you start your next sales conversation about PowerCore Enlist corn, here are some practical ways to put yourself in a future-focused mindset with the potential to change the conversation.

Think about multi-year cropping systems

One of the great advantages of PowerCore Enlist corn is its compatibility with more sustainable management practices that are gaining increasing traction with farmers. With the Enlist® weed control system, rotation to Enlist E3® soybeans is convenient, but so is rotation to cover crops. For farmers who are corn-on-corn today, what's their multi-year plan? How

A solid multi-year plan includes Integrated Pest Management (IPM) and Weed Resistance Management (WRM) tactics like these.



Identify weeds

- Know what you're trying to control



Plan proactively, with

- Multiple herbicide sites of action, including residuals
- Sequential passes where needed
- Zero tolerance for escapes



Use best management practices

- Timely sprays on weeds 6" or shorter
- Apply full labeled rates



Know field history

- Build a plan based on experience



Scout for weeds and pests all season long



Diversify approach with non-chemical tactics

- Cultivation (no-till, reduced till)
- Crop rotation
- Cover crops



Consider community or area-wide approaches

- Weeds and pests don't recognize field boundaries
- How can your strategies complement what other farmers are doing?

can choosing PowerCore Enlist corn facilitate a longer-term strategy? If the customer doesn't have a long-term plan, how can you partner with them to develop one that incorporates making the right technology decisions?

Think about resistance

PowerCore Enlist Corn brings farmers more modes of action against key insects and weeds and fits into a program approach that reduces risks of resistance development. While there are a lot of corn herbicide options available today, we know more choices in a program approach is always better when it comes to reducing resistance risks for the future. With four herbicide tolerances (2,4-D choline in Enlist® herbicides, glyphosate, glufosinate and FOP herbicides), PowerCore Enlist corn allows farmers to engage in more IPM/Integrated Weed Management strategies and develop the kind of multi-year plan described above. Plus, the pyramid of Bt insect traits with PowerCore Enlist corn provides more durability against insect resistance. More traits let farmers buy more time against insects. Are your customers thinking about the long-term implications of their insect trait technology choices today?

Think about soil health

Soil is arguably the most valuable asset your customers have. Caring for it today is the best action they can take for the sustainability of their business, the environment and the industry. Today's technology decisions, when made in concert with a long-term plan, can protect and foster soil health. For example, choices in cover-cropping systems can create more nutrient-rich soils for seasons to come that require fewer inputs. How can technology decisions customers make now have an indirect, but important, influence on soil health in the future?

Think about the changing marketplace

Farmers can't control variables like input costs or grain prices, but they can set themselves up for success when it comes to more lasting market forces. We know that demands for more sustainable farm practices – from the food chain, importers, regulators and consumers – will continue to grow. We know farmers will need technology solutions that fit into more sustainable

strategies. Because PowerCore Enlist corn works as part of a program approach, complements different types of cultivation and rotation strategies and plays well with cover cropping, it is the kind of solution that fits into a more sustainable farming future. Are your customers thinking about today's technology choices in this bigger context?

When you think differently about technology choices and the future of farming, you can inspire your customers to think differently, too. With a long-term lens, trait technology decisions aren't just about the substantial benefits customers can experience this season, but how those choices interact with future plans. With a focus on the future, you can be poised to bring farmers forward-thinking solutions that lead to lasting success on the farm.



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