## *Groundwork* Helps You Keep Farmers Informed

MARKETING

As a *Groundwork* reader, you know each month we provide insights on agriculture products and practices. But did you know that you're free to share some of this information with your customers? We want *Groundwork* to be a resource for you when you're reaching out to farmers, whether that's during face-to-face meetings, in online blogs or via social media. Just be sure to include the correct disclaimer, trademarks and legal language (see sidebar).

*Groundwork* has a repository for articles on all sorts of topics – use the QR code to view the archive. You'll find multiple articles on seed products like Enlist E3® soybeans. There's even a dedicated section on everything your customers need to know about PowerCore® Enlist® corn. Spotlight articles provide information on pests, weeds and diseases, along with the products available to combat them. Check out the *Groundwork* archive for the latest information on herbicides, fungicides, insecticides, seed treatments and the emerging category of biologicals. Plus, you'll find articles on lots of agronomy topics as well.



Look for the **blue farm icon** for articles designated for sharing with your customers.

## When you share a Groundwork article be sure to follow these guidelines:

Groundwork articles may be shared as written in online blogs and newsletters, in social media (using article hyperlinks) or in hard copy using the disclaimer "This content was previously published by Corteva Agriscience." Be sure to include all necessary trademarks and legal language. Be aware of publication dates to ensure the information you share is still accurate and relevant.

## Groundwork articles







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Bayer Group. Always follow IRM, grain marketing and all other stewardship practices and pesticide label directions. *Bt* products may not yet be registered in all states. Check with your seed representative for the registration status in your state.

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