

# Jumpstart a Conversation About PowerCore® Enlist® Corn

Sales season is underway, and many of you will be talking to customers about PowerCore® Enlist® corn. With so many choices for weed control in corn, we know it can be hard to break through the clutter and give customers a message that really sticks with them. Below are three conversation-starters that approach the PowerCore Enlist corn story from different angles, along with easy-to-remember key takeaways for growers. As more farmers gain experience with PowerCore Enlist corn and talk to their neighbors, you may even find a few customers start the conversation first!

## Conversation starter 1: Get real about resistance management

Ask customers about their resistance concerns for both insects and weeds. Have they noticed any changes in their fields in the past few years? Do they feel like they're waiting for a resistance shoe to drop, like it did with glyphosate? Reinforce that the best defense against resistance is utilizing multiple modes of action—something PowerCore Enlist corn was made for, with a pyramid of traits against insects and four herbicide tolerances.

### Key customer takeaways:

- More modes of action give farmers flexibility and choice in their management practices.
- A pyramid of Bt traits delivers 3 modes of action against above-ground pests, including an MOA against black cutworm.
- Enlist® trait technology confers tolerance to four herbicide sites of action: 2,4-D choline in Enlist herbicides, as well as glyphosate, glufosinate and FOP herbicides.

## Conversation starter 2: Focus on FOPs

Have winds, storms or faulty equipment left your customers' fields vulnerable to volunteer corn? Let them know that PowerCore Enlist corn, with its tolerance to four herbicides, including FOPs, provides an effective tool for combatting volunteer corn in these fields. They can spray FOP herbicides to control volunteer corn without damaging their PowerCore Enlist corn. Following PowerCore Enlist corn with Enlist E3® soybeans the next season can help preserve the effectiveness of this technology.

### Key customer takeaways:

- FOP herbicides offer an additional site of action to control non-Enlist-traited volunteer corn in fields of PowerCore Enlist corn.
- FOP herbicides also give farmers the ability to manage glyphosate-resistant weeds and grasses.

## Conversation starter 3: Call back to convenience

Bring the conversation about PowerCore Enlist corn back around to familiar territory—the convenience, flexibility and outstanding weed control of the Enlist® weed control system in soybeans. PowerCore Enlist corn simply extends everything customers enjoy about that experience to their corn. They get the same no-nonsense weed control and peace of mind from on-target application with Enlist herbicides, plus the added flexibility of including 2,4-D choline, glufosinate, glyphosate or FOP herbicides to design the weed control approach that works for their farm.

### Key customer takeaways:

- If you're already using the Enlist weed control system in soybeans, PowerCore Enlist corn lets you use it on your corn acres, too.
- Use 2,4-D choline in Enlist herbicides when corn needs it most: up to 30" corn (48" with drop nozzles).
- Worry less knowing Enlist herbicides are designed to land and stay on target.



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