

New Products From



Bayer CropScience



The Industry's Innovation Leader

Louisiana Agricultural Consultants Association, 2008



Companies	# new AI's 2008-2012	New AI % of 2012 Sales
Bayer CropScience	10	34%
Competitor A	4	14%
Competitor B	3	10%
Competitor C	3	10%
Competitor D	1	--
Competitor E	2	1%
Others	6	21%



2008-09 launch period is critical to our success

Year	# AI's	Brand	Comment on AI's
• 2007	• 1	• 8	• Prothioconazole
• 2008	• 4	• 7	• Four major launches
• 2009	• 2	• 8	• New Herbicides
• 2010	• 0	• 6	• No AI launches
• 2011	• 1	• 5	• New Fungicide
• 2012	• 2	• 10 ai	• 34+ brands New Herbicides

NEW INNOVATION

- Bayer has the most productive pipeline in our industry
- Bayer's innovation strength will provide unique products for crop protection and production



Pipeline

2005-06

2007

2008


o.b.e.r.o.n.[®]
SMART PERFORMANCE!


PROVOST[™]


BELT[®]


env/dor


PROSARO


SYNAPSE[®]


Stance[®]
PLANT REGULATOR


AERIS[®]
SEED-APPLIED SYSTEM


MOVENTO[®]


BAYTHROID[®] XL


TRILEX[®]
ADVANCED
SEED-APPLIED SYSTEM


PROLINE[®]


REASON[®]
Fungicide


Previcur[®] Energy


Huskie[™]
Cereal herbicide


ABSOLUTE[™]
FUNGICIDE


LAUDIS[®]

PROLINE 4SC

(*prothioconazole*)

New Dimension Fungicide

- Broad-spectrum cereal fungicide
- Especially important for Head Scab in winter wheat
 - Suppression of *Fusarium* head blight (scab)
 - Reduction of mycotoxins (DON or VOM)
 - Available in all cereal-growing states
 - Foliar diseases also on the label
- PROSARO (prothioconazole & tebuconazole) is still expected for 2009 and will target head scab, but also effective against leaf diseases.
- STRATEGO is still available.

PROLINE 4SC Fungicide – Soybean Registration Expected this Spring

- PROLINE - Especially ~~important for~~ Asian Soybean Rust
 - Curative and Preventative Activity for Soybean Rust
- STRATEGO is still available as a Preventative Application for Soybean Rust.
- FOLICUR (tebuconazole) Section 18 was not renewed for Soybean Rust.

Now on soybean



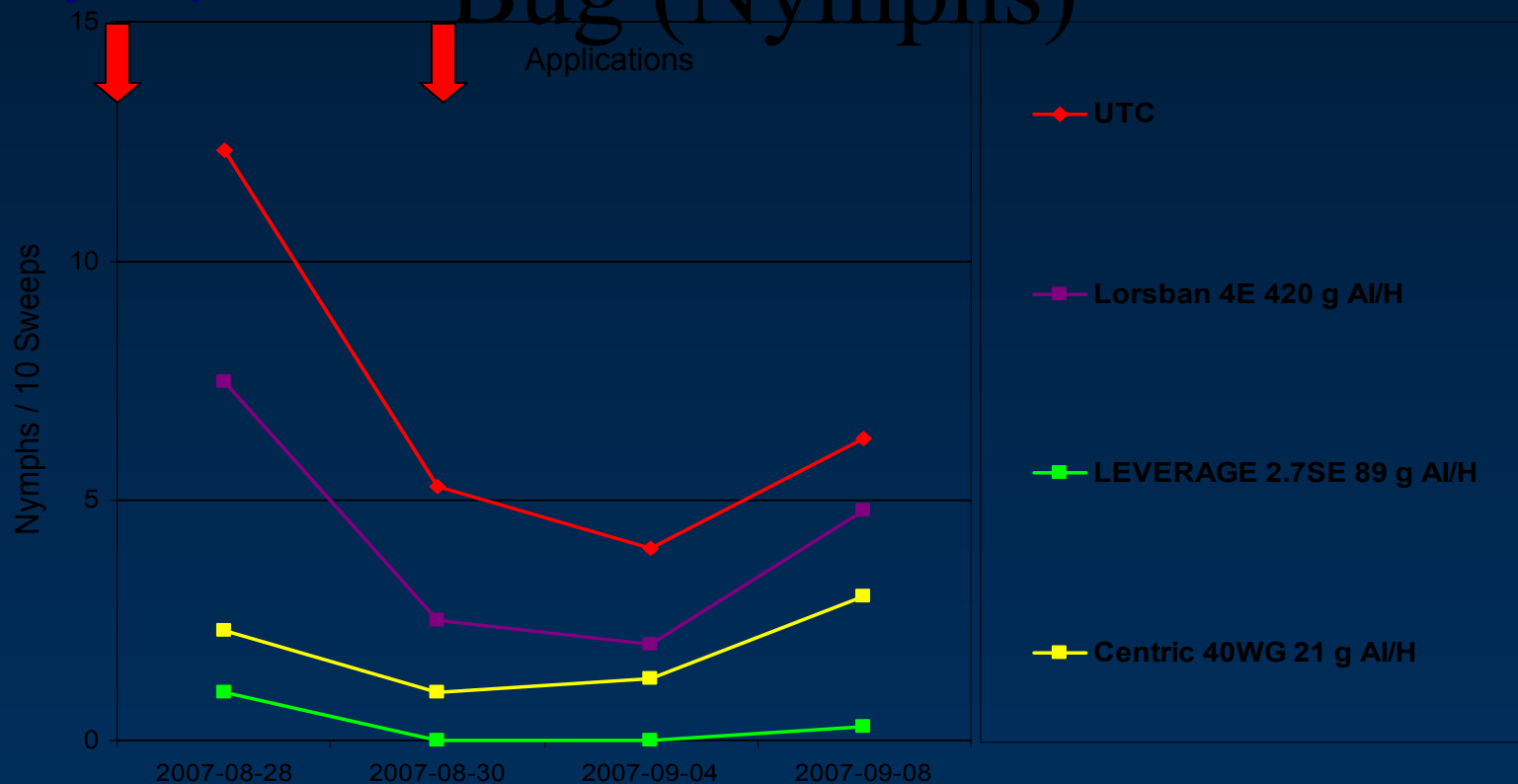
The *Simple* Solution™

LEVERAGE® 2.7

- **Suspension Emulsion**
- **Contains:**
 - **imidacloprid - 1.6 lbs AI/gallon, plus**
 - **cyfluthrin - 1.1 lbs AI/gallon**
- **Cotton: 3-5 oz/A**
- **Soybean: 3-3.8 oz/A**
- **Other crops: Tree Nuts, Fruiting Vegetables, Potato, Hops**

LEVERAGE 2.7 / Soybean Green and Southern Green Stink Bug (Nymphs)

Stink bug density

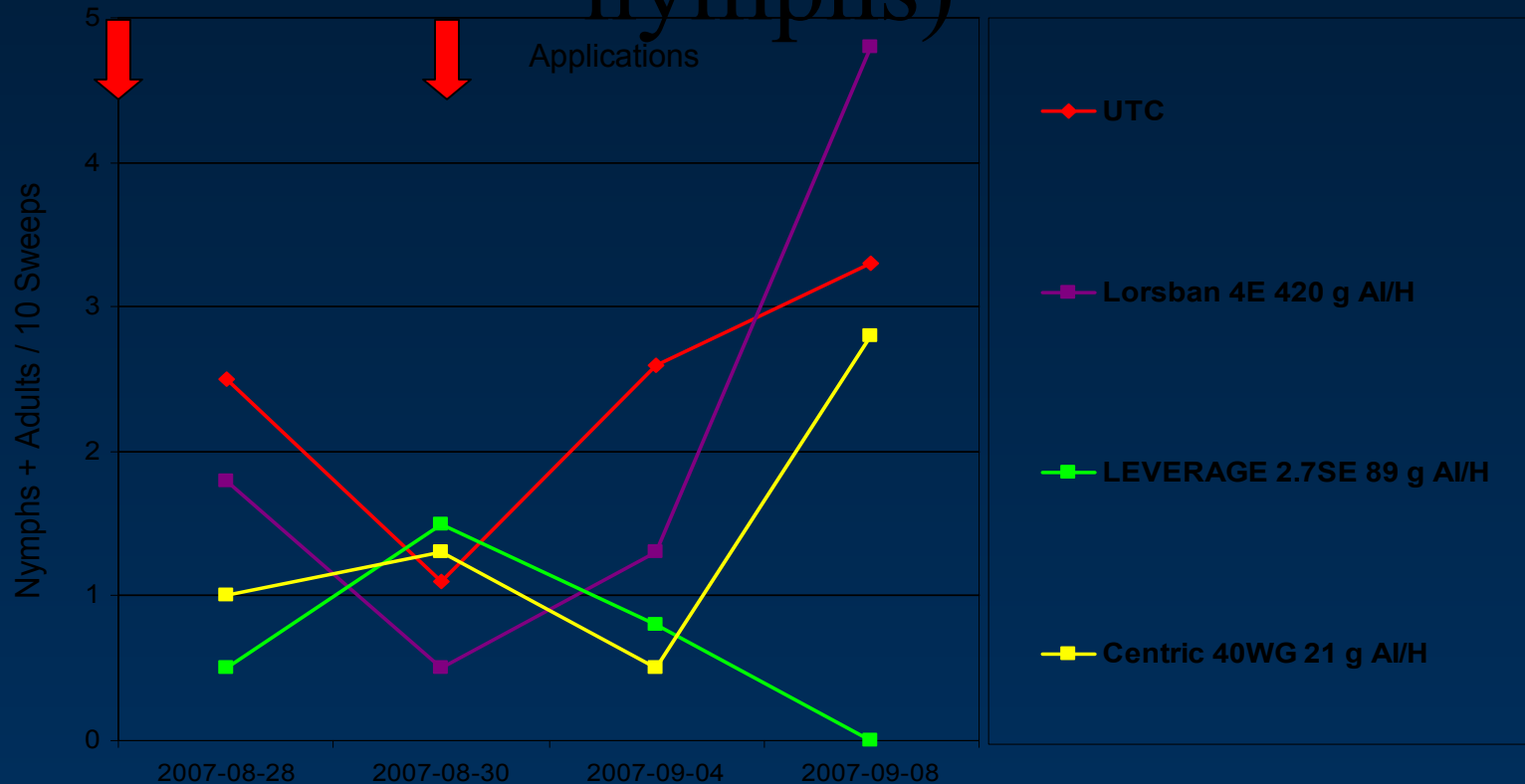


Alan Hopkins - Stuttgart, AR - A = 2007-08-23, B = 2007-08-30
IP07NARARS-UAH1

LEVERAGE 2.7 / Soybean

Brown stink bug (Mixed - adults + nymphs)

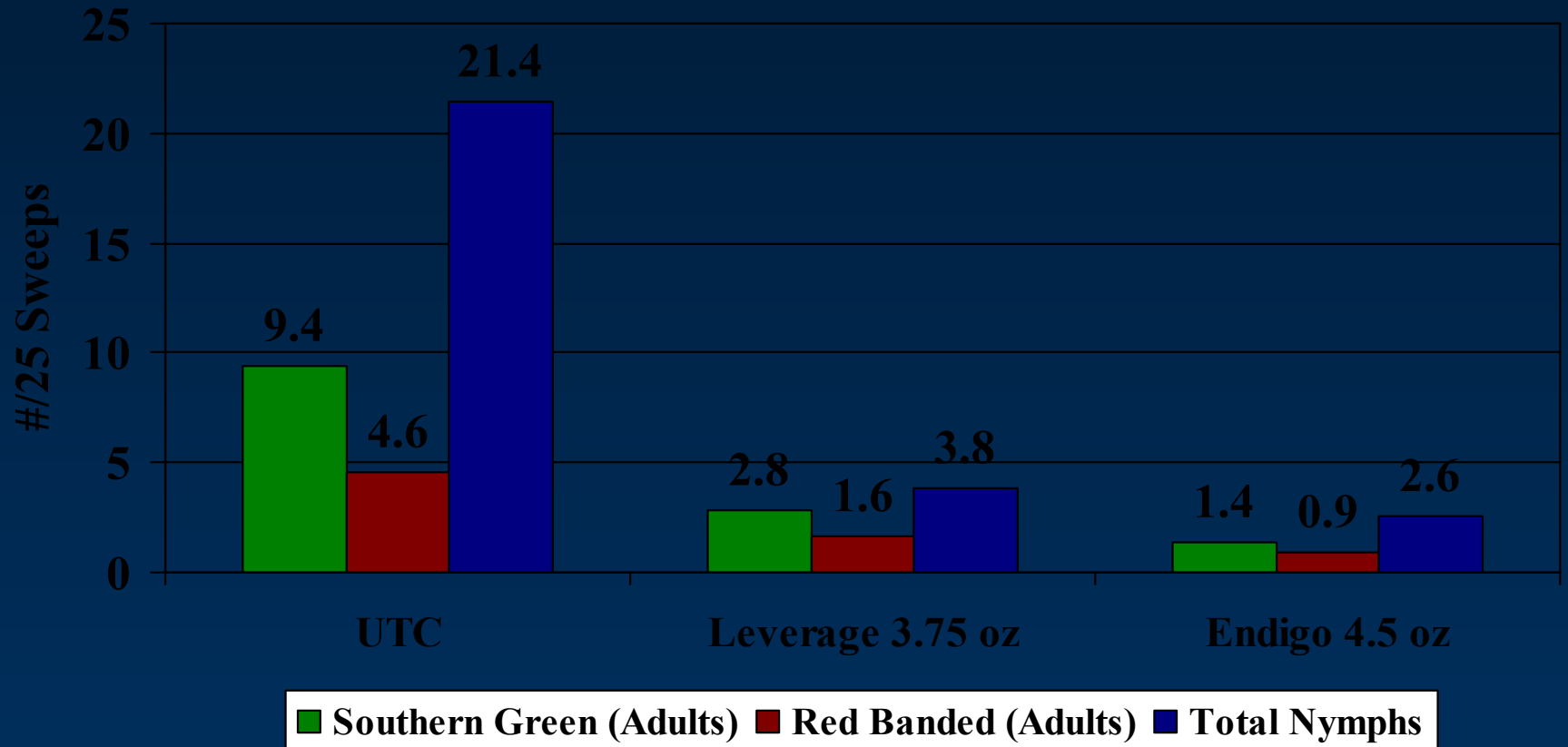
Stink bug density



Alan Hopkins - Stuttgart, AR - **A** = 2007-08-23, **B** = 2007-08-30
 IP07NARARS-UAH1

Leverage 2.7 – Soybeans (Stinkbugs)

Dr. Roger Leonard, Winnsboro, LA –
5 DAT

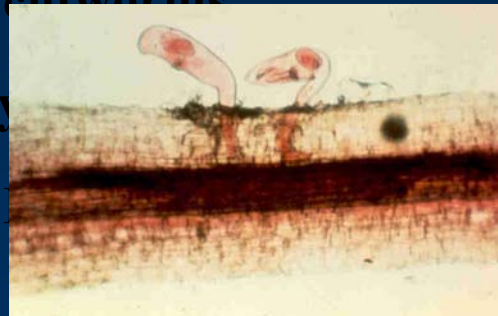


Premium Seed Applied Insecticide Nematicide for

BENEFITS:

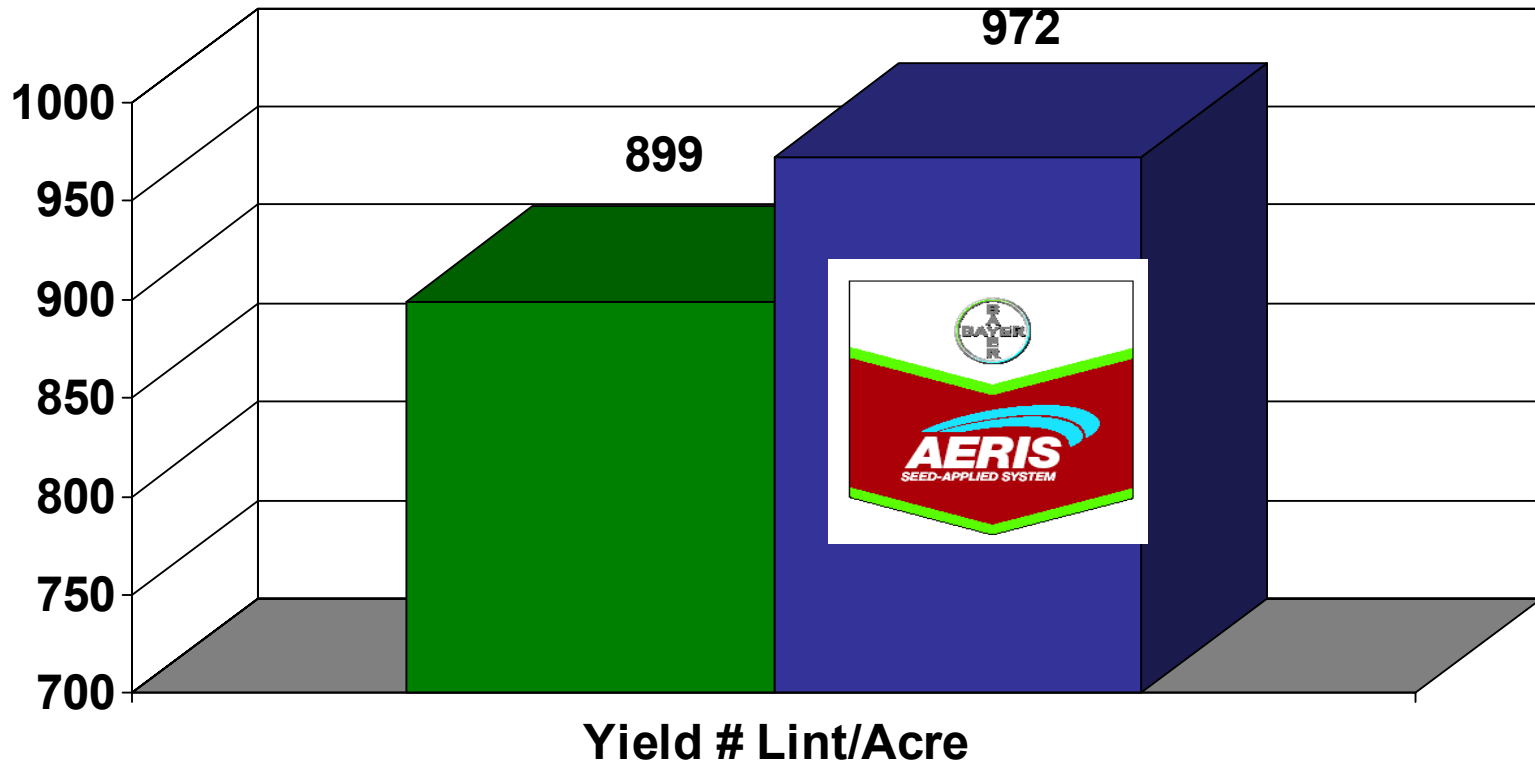
Cotton

- New all in one formulation – one pass treating
- Flexibility of Fungicide addition
- Compatible with seed applied fungicides such as *Trilex Advanced*
- Excellent activity against early season insects – Thrips, Aphids
- Activity against cutworms



System Trials

Summary across Mid South 29



■ Untreated

■ AERIS Seed-Applied System

TN, MS, AR, AL, and LA

Premium Seed Applied Fungicide System for Cotton



SYSTEM BENEFITS:

Cotton

- Excellent Seed Safety
- Compatible with seed applied insecticides such as GAUCHO® GRANDE and AERIS
- Healthier root systems
- Increased stands
- Excellent protection against soil borne disease

	<i>Pythium sp.</i>	<i>Rhizoctonia solani</i>	<i>Thelaviopsis basicola</i>	<i>Fusarium sp.</i>
Base	Good	Good	Fair	Good
Fungicide	Excellent	Excellent	Good	Excellent
Advanced CST	Excellent	Excellent	Fair	Good

Excellent protection against seed borne diseases:

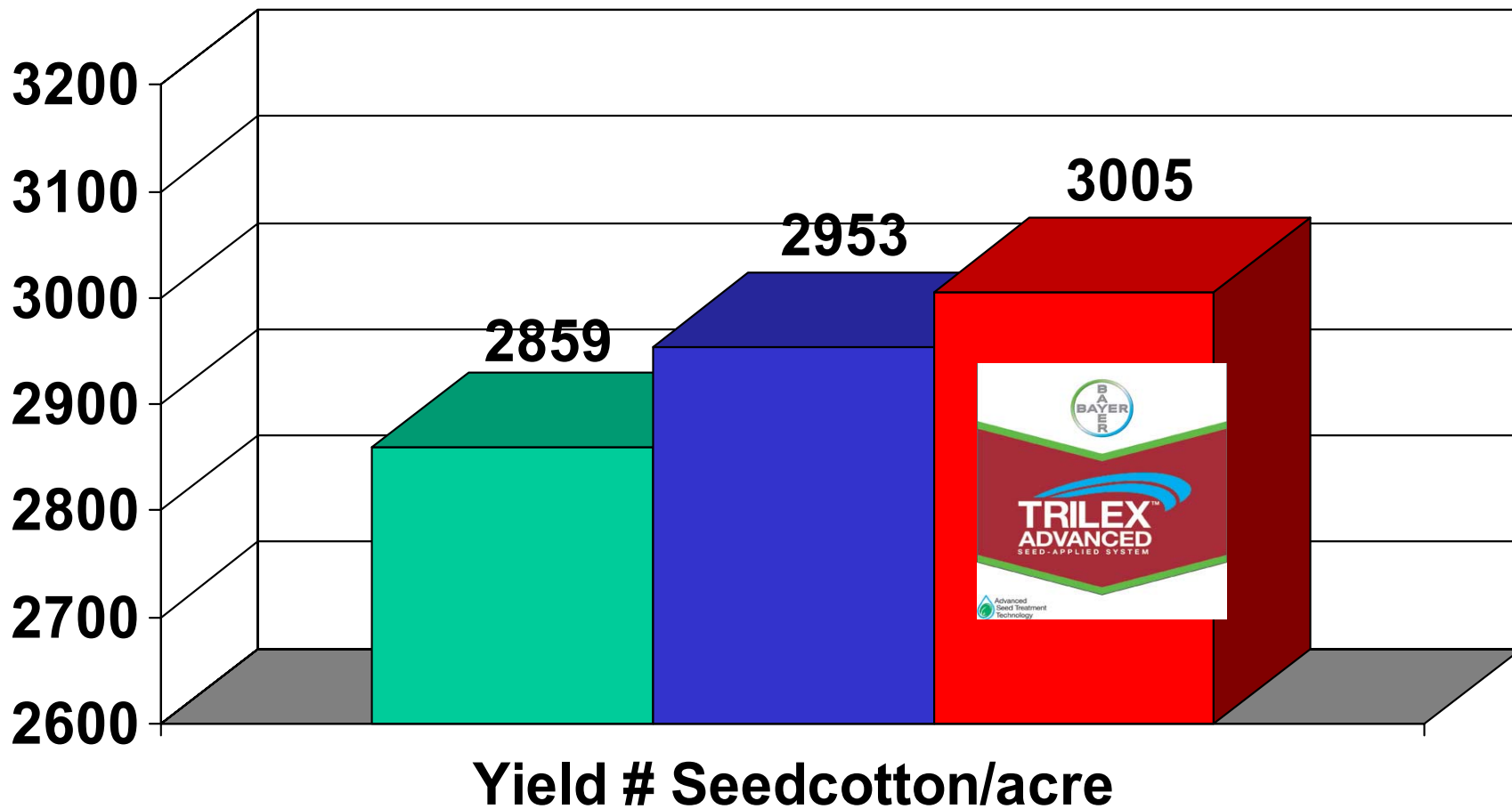
- Penicillium
- Aspergillus
- Rhizopus
- Fusarium

Flexibility

• TRILEX ADVANCED is the recommended premium cotton fungicide system by Bayer CropScience.

• Sold as a packaged component system which can be applied by seed companies, distributors or

Average of 14 Mid South and Southeast Trials



■ UTC

■ base (B+A+T)

■ base + TRILEX ADVANCED

Helping you strengthen the foundation for those critical first weeks of the cotton growing season

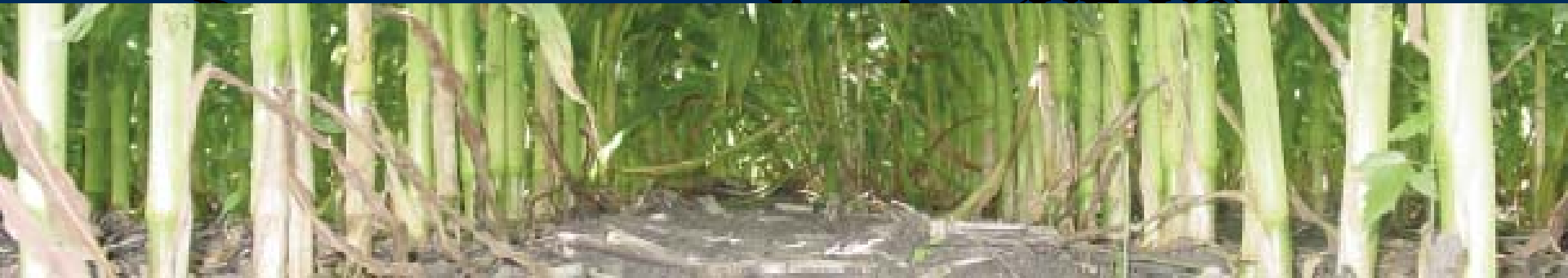


Liberty Link Soybean, Expected in 2009

- **Will Utilize IGNITE 280 Herbicide for Soybean Weed Control.**
- **An Opportunity to Rotate Chemistry in a Herbicide Resistance Management Program.**

Laudis Herbicide

- **Laudis 3.5 SC (Tembotrione + BCS Proprietary Safener)**
- **A new standard in crop safety. No limitation in rotation to key crops:**
 - **Cereal Grains (4 months), Soybean (8 months), Cotton & Sorghum (10 months)**



Laudis Herbicide

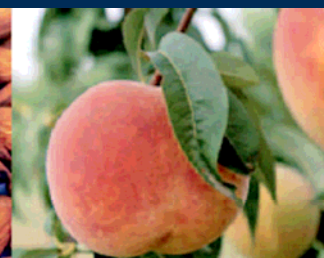
- **Postemergence application (VE-V8) in corn.**
- **Apply 3 oz/A.**
- **May be mixed with atrazine, Liberty, glyphosate or other pesticides**
- **Use adjuvant system that includes MSO or COC + UAN or AMS**





BELT[®]

A new mode of action offering **rapid stopping power, long residual control** and is considered **harmless to pollinators and beneficials.**



Registration Pending

Belt – Product Overview

(Proposed)

Anticipated Federal Label: May, 2008

Pest Target:	Lepidoptera
Labeled crops:	Cotton, Corn, Tobacco, Pome, Stone, Grapes, Nuts
Active ingredient:	Flubendiamide
Chemical Class:	Phthalic acid diamides
Mode of Action:	Ryanodine receptor modulator (new)
Formulations:	4 SC
Signal word:	Caution
REI:	12 hours

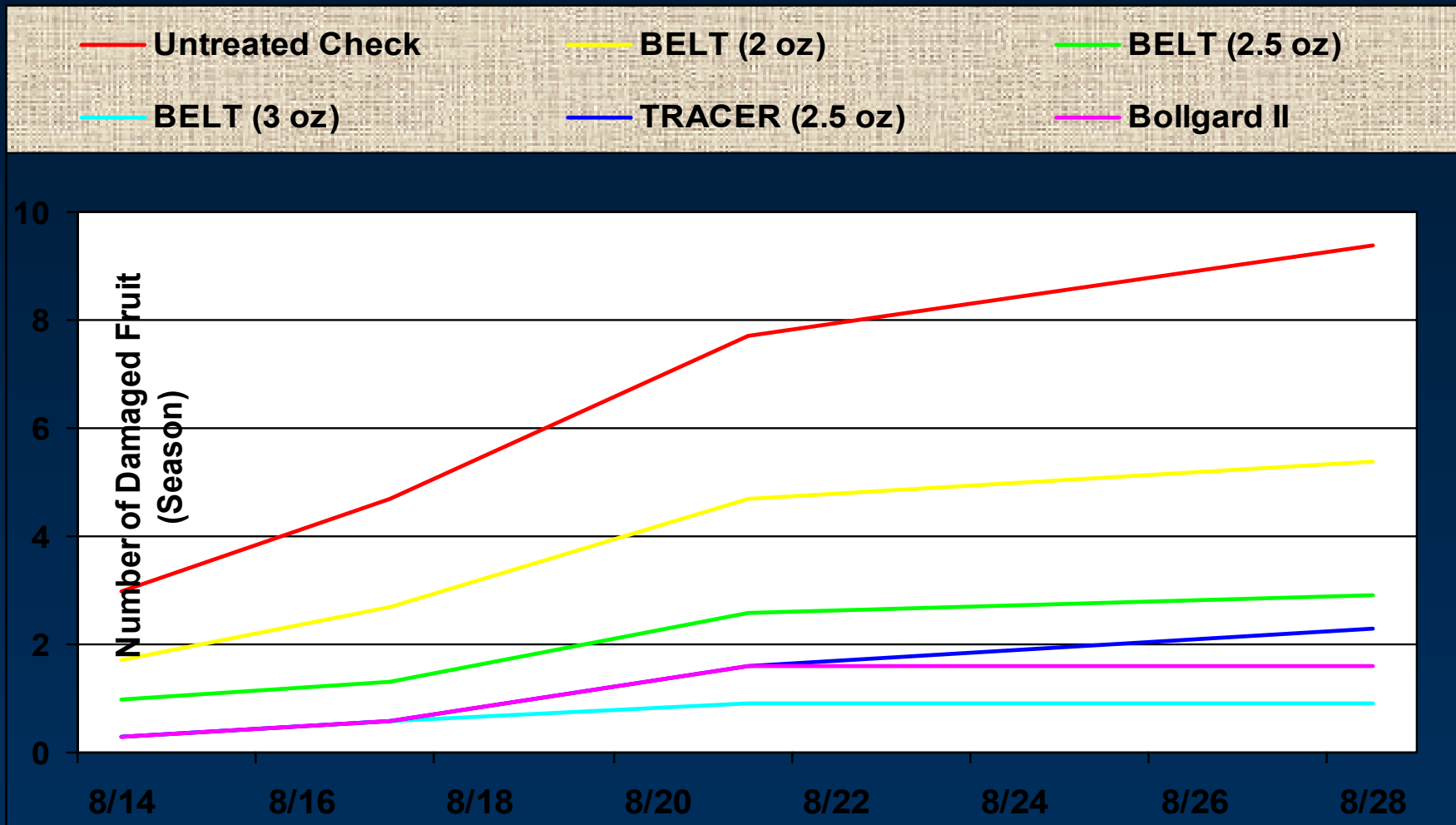
Registration Pending

Spodoptera frugiperda control in corn



Registration Pending

(Dr. Roger Leonard, Louisiana State University, 2006)



Registration Pending

Pre-Harvest Intervals

CROP	PHI
Grape	7
Nut	14
Pome	14
Stone	7
Cotton	28
Corn	1 Sweet Corn
(Field, Pop, Tobacco Sweet, Seed)	28 Field, Pop, Seed 14

Registration Pending

Target Crops

SYNAPSE[®]

BELT[®]

Brassica Leafy Veg (CG 5)

- ❖ Broccoli / Cauliflower
- ❖ Cabbages
- ❖ Mustard Greens

Fruiting Veg Group (CG 8)

- ❖ Peppers
- ❖ Tomato

Leafy Veg Group (CG 4)

- ❖ Celery
- ❖ Lettuce
- ❖ Spinach

Cucurbits (CG 9)

- ❖ Muskmelons
- ❖ Squash
- ❖ Watermelon

Cotton

Corn

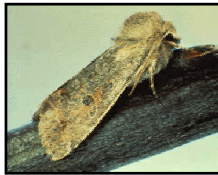
- ❖ Field corn
- ❖ Pop corn
- ❖ Sweet corn
- ❖ Seed corn

Tree Nuts (CG 10)

Grapes

Pome Fruit (CG 11)

Stone Fruit (CG 12)



Registration Pending

Movento

BYI 8330

(Spirotetramat)

Brief Overview

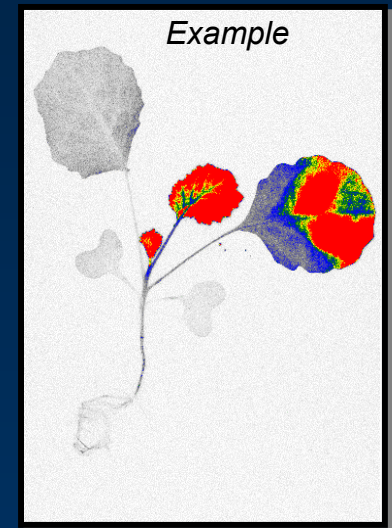
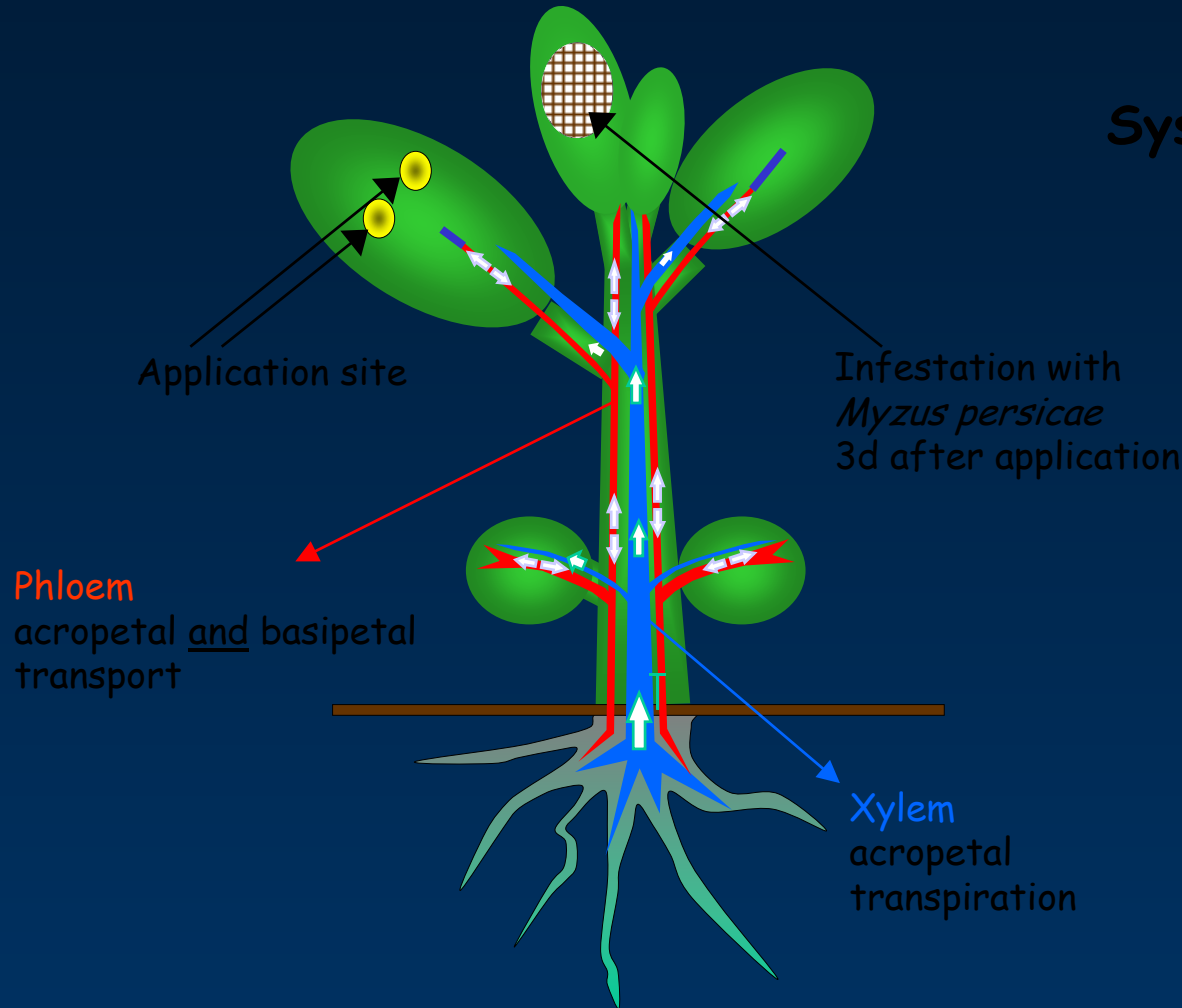
Initial Registrations Expected This Spring

Spirotetramat Product Profile

Trade Name:	Movento
Common Name:	Spirotetramat
Chemistry:	Ketoenol, Tetramic acid
MOA:	Inhibitor of lipid synthesis
Indications:	Aphids, Whiteflies, Scales, Mealybugs, Psyllids, (Mites suppression) Ingestion >> contact; Moderate initial activity, Very good residual
Crops:	Vegetables, Pome fruit, Stone fruit, Nut trees, Citrus, Grapes, Potato, Hops...Tropical fruit, Onion
Application:	Foliar
Formulations:	150 OD (oil dispersion)
Advantages:	Fully systemic, basipetal and acropetal movement phloem / xylem mobile Unique phloem mobility allows control of cryptic pests & protection of new plant growth, Safe to beneficials

Tetramic acid ketoenols

Systemic behaviour



Bayer CropScience Product Update

