



Corn Expected To Be Bumper Crop

(NAPSA)—America's farmers are revving up their combines in preparation for an anticipated high-yielding harvest thanks to new corn technologies. One product protects corn roots from damaging rootworm larvae that feed on corn roots. Larvae root damage impairs the important corn root system, which is responsible for providing essential nutrients and water to the plant. According to the USDA, the corn rootworm pest costs farmers \$1 billion annually, earning it the nickname, "the billion-dollar bug."

Called YieldGard Rootworm Corn, its new and convenient technology is available to combat this costly pest. The new seed contains a protein from *Bacillus thuringiensis* (*Bt*), a common soil microbe that specifically targets corn rootworm larvae by destroying the pest when it feeds on the roots and before it can cause root damage, allowing the corn plant to naturally protect its roots.

Since its approval in Spring 2003, the product has shown tremendous first-season results, especially when compared to corn treated with soil-applied insecticides. YieldGard Rootworm Corn has proven itself to effectively protect its roots from rootworm larvae by providing protection that is built into the seed, giving growers consistent all-season protection from this costly pest.

"In tests conducted during the past four years over varying weather conditions and insect pressure levels, the leading soil-applied insecticide was found to have a 70 percent performance consistency," reports Todd DeGooyer, Technical Corn Manager. "That means that 30 percent of the root structure was damaged. With YieldGard Rootworm Corn, the consistency value increases to 94 percent protection."

This built-in defense protects the root mass for better uptake of water and essential nutrients that lead to stronger corn that does not fall over, making harvest easier. Growers who have taken advantage of this new technology already are experiencing the benefits. The proof for them is in the roots.

Steve Leesman, a grower from Hartsburg, Ill. says, "I have been pleased with YieldGard so far this



YieldGard (shown on right) vs. non-Bt root comparisons show the story. Roots with "built-in" defense against rootworm pest may help save growers' investment.

season. When we pulled up the plants to look for root damage, I could tell a difference in the roots. Roots were larger, longer and white—healthy looking, while the non-genetic showed signs of rootworm feeding."

This translates into a higher yield potential for growers. In fact, 11 field trials in 2001 and an additional 13 trials in 2002 with economic rootworm pressure show YieldGard Rootworm Corn exhibits greater than 12 bushels more per acre than the leading soil-applied insecticides.

"As growers climb into their combines for harvest, YieldGard Rootworm Corn will raise the bar for the level of corn rootworm protection growers will expect from an insecticide or *Bt* protection," says DeGooyer.

The hybrids have special marketing considerations and can be identified by the Market Choices symbol. YieldGard Rootworm Corn is approved for use in the United States, Canada and Japan, but is not yet approved in Europe. Many grain handlers are accepting these hybrids, while others are not. YieldGard Rootworm Corn grain can be fed on-farm or sold for feed use. Growers should talk to their grain handlers before planting and again before harvest to find markets that do not ship grain or processed products to Europe. Or, call 1-800-SELL-CORN or visit "Know Before You Grow" at www.NCGA.com for more details on available markets.

For more information on grain-market options, go to the American Seed Trade Association's Web site at www.amseed.org or call a seed supplier.