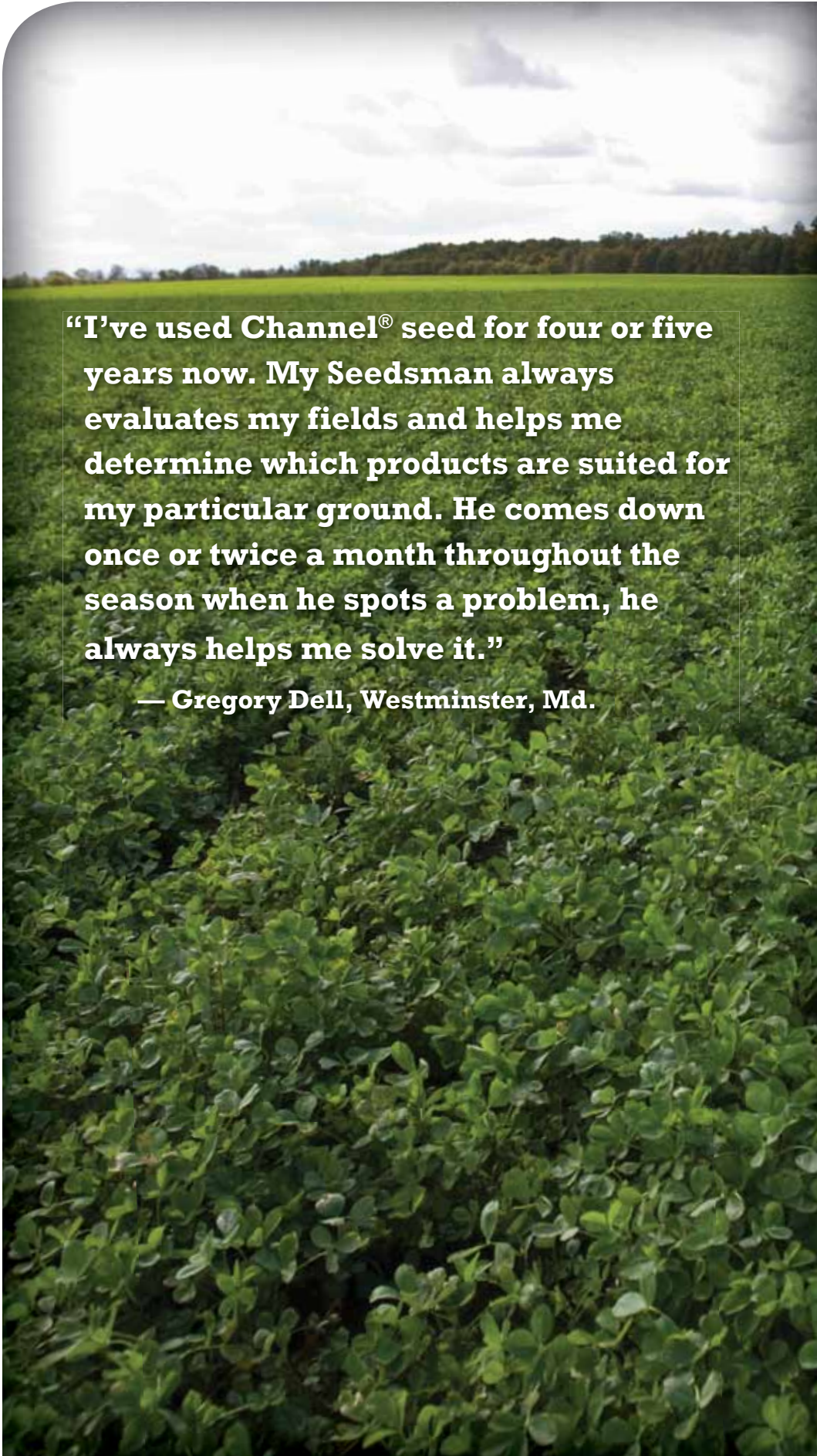


AT FARM

Seedsman
At Work™



“I’ve used Channel® seed for four or five years now. My Seedsman always evaluates my fields and helps me determine which products are suited for my particular ground. He comes down once or twice a month throughout the season when he spots a problem, he always helps me solve it.”

— Gregory Dell, Westminster, Md.



Take advantage of the benefits of Channel® brand alfalfa products that offer the potential for solid yields, high forage quality and excellent disease resistance. Ask your Channel Seedsman about the broad-spectrum weed control, simplicity and flexibility of Genuity® Roundup Ready® Alfalfa.





The Channel® brand Genuity® Roundup Ready® Alfalfa system can deliver unsurpassed weed control and superior crop safety, allowing you to grow more, higher-quality alfalfa.

Research shows that using Roundup® agricultural herbicides with Genuity® Roundup Ready® Alfalfa allows you to improve management practices that can lead to higher-quality hay:

- Superior crop safety for **healthier, faster-growing stands**
- **Broadest application flexibility** — wait only five days before grazing or harvest
- **Fewer weeds** in every bale, resulting in better quality feed
- Increased, high-quality **yield opportunity**

FALL DORMANCY 4

ROUGH RIDER BRAND BLEND

Economical blend with good forage yield and quality

- Recommended for more marginal conditions
- Good for medium to long-term stands

Consider Purchase

FALL DORMANCY 4



NEW RR440 BRAND

Genuity® Roundup Ready® Alfalfa with outstanding forage quality, crop safety and healthier, faster stand establishment

- High-forage yield potential and quality
- Widely adapted for most yield environments
- Strong disease package; Disease Resistance Index score 30 out of 30

Consider Purchase

FALL DORMANCY 9.2



NEW RR902 BRAND

Genuity Roundup Ready Alfalfa with outstanding forage quality, crop safety and healthier, faster stand establishment

- A great fit for the non-dormant alfalfa market
- Highly resistant to PRR, Pea Aphid and Stem Nematode
- Strong disease package; Disease Resistance Index score 29 out of 30

Consider Purchase

		Herbicide Tolerance Trait	Fall Dormancy	Bacterial Wilt	Verticillium Wilt	Fusarium Wilt	Anthraxnose	Phytophthora Root Rot	Aphanomyces	Pea Aphid	Blue Alfalfa Aphid	Northern Root-Knot Nematode	Southern Root-Knot Nematode
ALFALFA BRANDS													
	ROUGH RIDER BRAND BLEND		4	R	R	R	MR	R	-	MR	-	-	-
NEW	RR440	RR	4	HR	HR	HR	HR	HR	HR	R	-	-	-
NEW	RR902	RR	9	MR	-	R	LR	HR	-	HR	-	-	-
ALFALFA VARIETIES													
	HYBRI+JADE		4	HR	HR	HR	HR	HR	R	-	-	R	R
	NOTICE III		4	HR	HR	HR	HR	HR	HR	R	-	-	-
	YIELDMASTER RR	RR	4	HR	HR	-	HR	HR	HR	R	-	-	-

FALL DORMANCY 4

HYBRI+JADE
VARIETY

An alfalfa product with high quality features

- Adapted where fall dormancy and winterhardiness are important
- Recommended for intensively managed forage production
- Dense, persistent stands; Disease Resistance Index score 30 out of 30

Consider Purchase

FALL DORMANCY 4

NOTICE III
VARIETY

Multi-leaflet alfalfa with high forage yield potential and quality

- A great fit for areas with shorter growing conditions
- Fast recovery and greenup for more forage production
- Strong disease package; Disease Resistance Index score 30 out of 30

Consider Purchase

FALL DORMANCY 4



YIELDMASTER RR
VARIETY

Roundup Ready® technology for superior crop safety and healthier, faster growing stand

- Excellent yield potential with high forage quality
- High multi-leaf expression elevates Relative Feed Value
- Very good resistance to Pea Aphid and Spotted Alfalfa Aphid

Consider Purchase

Notes:

Winter Hardiness	Recovery	Stress Tolerance	Forage Yield Potential	Stem Nematode	Forage Quality	Disease Resistance Index	
-	5	4	5	-	5	-	ROUGH RIDER BRAND BLEND
2	-	-	-	R	2	30	RR440 NEW
N/A	-	-	-	HR	-	29	RR902 NEW
2	2	2	2	HR	-	29	HYBRI+JADE
2	4	2	3	-	2	30	NOTICE III
2	-	-	-	-	-	30	YIELDMASTER RR

KEY

RR = Genuity® Roundup Ready® Alfalfa

Rating System

1 = Excellent; 9 = Poor;
- = Agronomic data is insufficient to make ratings at this time

Disease Ratings:


HR = Highly Resistant; R = Resistant;
MR = Moderate Resistance
LR = Low Resistance; S = Susceptible

Disease Resistance Index:

30 = Best

Winter Hardiness:

1 = Excellent; 6 = Poor



Before opening a bag of seed, be sure to read, understand and accept the stewardship requirements, **including applicable refuge requirements for insect resistance management**, for the biotechnology traits expressed in the seed as set forth in the Monsanto Technology/Stewardship Agreement that you sign. By opening and using a bag of seed, you are reaffirming your obligation to comply with the most recent stewardship requirements.



Certain statements contained in this presentation are “**forward-looking statements**,” such as statements concerning the company's anticipated financial results, current and future product performance, regulatory approvals, business and financial plans and other non-historical facts. These statements are based on current expectations and currently available information. However, since these statements are based on factors that involve risks and uncertainties, the company's actual performance and results may differ materially from those described or implied by such forward-looking statements. Factors that could cause or contribute to such differences include, among others: continued competition in seeds, traits and agricultural chemicals; the company's exposure to various contingencies, including those related to intellectual property protection, regulatory compliance and the speed with which approvals are received, and public acceptance of biotechnology products; the success of the company's research and development activities; the outcomes of major lawsuits and the previously announced SEC investigation; developments related to foreign currencies and economies; successful operation of recent acquisitions; fluctuations in commodity prices; compliance with regulations affecting our manufacturing; the accuracy of the company's estimates related to distribution inventory levels; the company's ability to fund its short-term financing needs and to obtain payment for the products that it sells; the effect of weather conditions, natural disasters and accidents on the agriculture business or the company's facilities; and other risks and factors detailed in the company's most recent periodic report to the SEC. Undue reliance should not be placed on these forward-looking statements, which are current only as of the date of this presentation. The company disclaims any current intention or obligation to update any forward-looking statements or any of the factors that may affect actual results.

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Commercialization is dependent on multiple factors, including successful conclusion of the regulatory process. **The information presented herein is provided for educational purposes only, and is not and shall not be construed as an offer to sell, or a recommendation to use, any unregistered pesticide for any purpose whatsoever.** It is a violation of federal law to promote or offer to sell an unregistered pesticide.

The Genuity® DroughtGard™ Hybrids trait has been deregulated by the U.S. Department of Agriculture. Import approvals in key corn export markets with functioning regulatory systems are in progress. For 2013, DroughtGard™ Hybrids will be commercially available in the western great plains area to growers who have signed and agree to follow the Genuity DroughtGard Hybrids Stewardship Agreement. It is a violation of national and international law to move material containing biotech traits across boundaries into nations where import is not permitted.

Genuity® Roundup Ready® Alfalfa seed is available for sale and distribution by authorized Seed Companies or their dealers for use in the United States only. This seed may not be planted outside of the United States, or for the production of seed, or sprouts.

Monsanto Company is a member of Excellence Through Stewardship® (ETS). Monsanto products are commercialized in accordance with ETS Product Launch Stewardship Guidance, and in compliance with Monsanto's Policy for Commercialization of Biotechnology-Derived Plant Products in Commodity Crops. This product has been approved for import into key export markets with functioning regulatory systems. Any crop or material produced from this product can only be exported to, or used, processed or sold in countries where all necessary regulatory approvals have been granted. **Do not export Genuity® Roundup Ready® Alfalfa seed or crop, including hay or hay products, to China pending import approval.** It is a violation of national and international law to move material containing biotech traits across boundaries into nations where import is not permitted. Growers should talk to their grain handler or product purchaser to confirm their buying position for this product. Excellence Through Stewardship® is a registered trademark of Biotechnology Industry Organization.

B.t. products may not yet be registered in all states. Check with your Monsanto representative for the registration status in your state.

IMPORTANT IRM INFORMATION: **Genuity® RIB Complete®** corn blend products do not require the planting of a structured refuge **except** in the Cotton-Growing Area where corn earworm is a significant pest. **Genuity® SmartStax® RIB Complete®, Genuity® VT Double PRO® RIB Complete® and Genuity® VT Triple PRO® RIB Complete®** corn are blended seed corn products. See the IRM/Grower Guide for additional information. Always read and follow IRM requirements.

Individual results may vary, and performance may vary from location to location and from year to year. This result may not be an indicator of results you may obtain as local growing, soil and weather conditions may vary. Growers should evaluate data from multiple locations and years whenever possible.

ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS. Roundup Ready® crops contain genes that confer tolerance to glyphosate, the active ingredient in Roundup® brand agricultural herbicides. Roundup® brand agricultural herbicides will kill crops that are not tolerant to glyphosate. Acceleron and Design®, Acceleron®, FieldScripts®, Genuity Design®, Genuity Icons®, Genuity®, Integrated Farming Systems & Design™, RIB Complete and Design®, RIB Complete®, Roundup Ready 2 Technology and Design®, Roundup Ready 2 Yield®, Roundup Ready PLUS®, Roundup Ready®, Roundup®, SmartStax and Design®, SmartStax®, Vistive®, VT Double PRO®, VT Triple PRO® and YieldGard VT Triple® are trademarks of Monsanto Technology LLC. Channel® and the Arrow Design® and SeedsmanShip At Work™ are trademarks of Channel Bio, LLC. LibertyLink® and the Water Droplet Design®, Poncho® and VOTIVO® are registered trademarks of Bayer. Herculex® is a registered trademark of Dow AgroSciences LLC. STS® is a registered trademark of E.I. Du Pont de Nemours and Company. Headline AMP® and Headline® are registered trademarks of BASF Corporation. Respect the Refuge and Corn Design® and Respect the Refuge® are registered trademarks of National Corn Growers Association. Commercialization dependent on multiple factors, including successful conclusion of the regulatory process. All other trademarks are the property of their respective owners. ©2013 Monsanto Company. 28123



Where to find a Channel Seedsman?

Most likely, you will find a Channel Seedsman visiting a farm or walking the field. If you need a knowledgeable partner for your operation, please visit channel.com to find the Seedsman nearest you.



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