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## FOR IMMEDIATE RELEASE

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### Laffey selected as Enlist™ field specialist in western Corn Belt

**INDIANAPOLIS — Aug. 6, 2013 —** Dow AgroSciences has named John Laffey as an Enlist™ field specialist. He will provide dedicated technical and agronomic support for the Enlist Weed Control System to growers, distributors and retailers in Colorado, Kansas, Missouri, Nebraska, Oklahoma and southern Iowa. Regulatory approvals for the Enlist system are pending.



In 2007, Laffey joined Dow AgroSciences as a Mycogen Seeds sales representative in northwest Missouri. In this role, Laffey worked in sales, marketing Mycogen® brand seed (corn and soybeans) and helping retailers select seeds, fertilizers and chemicals.

Before working for Dow AgroSciences, Laffey spent 10 years in agriculture retail management, working with growers and managing salespeople to provide agronomy recommendations and solutions. He also worked for the Farm Credit Association for two years as a loan officer and servicing crop insurance.

Laffey graduated from Northwest Missouri State with a bachelor's degree in agriculture science with an emphasis in agronomy.





“I saw the glyphosate technology when it was introduced to the industry, and when it started facing its big challenges with resistant weeds,” Laffey says. “The Enlist Weed Control System is a solution that is going to fill a big need for growers struggling with herbicide-resistant and hard-to-control weeds.”

This summer, Laffey will focus on educating growers, applicators, seed sellers and retailers by demonstrating the Enlist system at the Dow AgroSciences Technology Centers in Iowa and Kansas.

“It is important that we educate the industry about best management practices for the Enlist™ system,” Laffey says. “We want to keep this technology around to help growers for a long time.”

Enlist™ field specialists are experts in weed management, application technology and crop research. They are a key component of Enlist Ahead, a benefits-based management resource designed for the grower, applicator and retailer. Field specialists will help retailers and seed sellers understand the technology and make sound agronomic decisions for their customers’ farms through classroom and in-field training.

“We are excited to have John join our team as a resource for the Enlist system,” says Damon Palmer, U.S. commercial leader, Enlist™ Weed Control System. “With his agronomic and industry expertise, John will help customers understand the important role the Enlist system will have in the future of weed control.”

Visit [Enlist.com](http://Enlist.com) and follow us on Twitter® at [@EnlistOnline](https://twitter.com/EnlistOnline) to learn more about the Enlist system.

### **About Dow AgroSciences**

Dow AgroSciences, based in Indianapolis, Indiana, USA, develops leading-edge crop protection and plant biotechnology solutions to meet the challenges of the growing world. Dow AgroSciences is a wholly owned subsidiary of The Dow Chemical Company and had annual global sales of \$6.4 billion in 2012. Learn more at [www.dowagro.com](http://www.dowagro.com). Follow Dow AgroSciences on [Facebook](https://www.facebook.com/dowagro) and [YouTube](https://www.youtube.com/dowagro) or subscribe to our [News Release RSS Feed](#).

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