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Dow AgroSciences Announces 2013 Intentions for Enlist™ Weed Control System
Company Shares Full Season of Launch Activities, Awaits Approvals

INDIANAPOLIS — Jan. 18, 2013 — Dow AgroSciences today announced its commitment to further expand its launch activities with field and farmer-focused Enlist™ experiences for 2013. The company continues to execute on its launch strategy as it awaits final regulatory approvals for the Enlist system, its highly anticipated herbicide-tolerant trait technology. While Dow AgroSciences now expects the first sale of Enlist later in 2013 for planting in the 2014 crop year, a broad introduction of regional and local field experience plots and on-farm technical plots have been planned for the months ahead.

These activities will occur as the weed landscape across the Midwest and South becomes increasingly unmanageable. Recent third-party market research shows that cropland acres infested with glyphosate-resistant weeds increased an astonishing 80% over the past two years.¹



“The need for technology like Enlist is now,” says Doug Morrow, Indiana grower and former president, Indiana Soybean Alliance. “Our inability to control weeds is putting



some operations at risk, and impacts what agriculture is able to produce. This technology is worth the wait, but we need it as soon as we can get it.”

Dow AgroSciences’ 2013 Enlist™ activities will center on three key areas: education, experience and production ramp up.

Newly created Dow AgroSciences Technology Centers planned to showcase Enlist system, Enlist 360 learning series

Five technology centers dedicated to Enlist and the Enlist 360 learning series are planned for the Midwest and the South. Growers, retailers and seed sellers can take part in interactive, field-based training designed to familiarize them with all aspects of the Enlist™ technology, from product performance, to application and best management practices.

Local and on-farm experience plots to offer learning exchange for Dow, farmers and retailers

Dow AgroSciences intends to offer more than 100 small Enlist plots at seed company and retailer locations across the Corn Belt. Additionally, plans are underway to allow evaluation of the Enlist system on-farm, providing farmers an opportunity to manage the technology and observe control of tough weed species on their farm.

Increases in seed production and chemistry supply in anticipation of approvals will help meet high demand

Dow AgroSciences plans to ramp up seed production and its supply of Enlist Duo™ herbicide with Colex-D™ Technology to support the anticipated launch. The company expects all approvals will be in place for sale in late 2013, and will be ready for a robust ramp up of Enlist corn in a broad geography and hybrid portfolio for 2014.

Meanwhile, new research presented by university researchers and Dow AgroSciences at the North Central Weed Science Society annual meeting in December of 2012, and at other academic meetings, continues to affirm the technical strength and field performance of Enlist™.

“We have conducted field research trials over the past several years evaluating the Enlist Weed Control System concepts on our most problematic weed species such as glyphosate-resistant waterhemp and horseweed (also known as marestalk),” says Bryan Young, Ph.D., professor, Southern Illinois University. “The approach of combining multiple herbicide modes of action, a sound residual herbicide at planting, and effective herbicide mixtures for in-season postemergence applications has proven to be quite effective.”



Respected regulatory agencies outside of the U.S., including Canada and Japan, have made regulatory decisions in support of the Enlist technology.

“Dow AgroSciences stands ready to help farmers meet the weed control challenges they’re facing,” says Damon Palmer, U.S. commercial leader, Enlist Weed Control System. “We are committed to introducing this technology responsibly and sustaining it for the long term.”

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 \$5.7 billion in 2011. Learn more at www.dowagro.com. Follow Dow AgroSciences on [Facebook](#) and [YouTube](#) or subscribe to our [News Release RSS Feed](#).

¹Stratus Agri-Marketing, “Glyphosate Resistance Tracking USA 2012” and “Glyphosate Resistance Tracking USA 2010”

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