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FIRST 2012 CL NEXERA CANOLA HYBRID HARVESTED IN MANITOBA DEMONSTRATES OUTSTANDING YIELD AND AGRONOMIC PERFORMANCE

CALGARY, AB – (August 23, 2011) – Harvest kicked off strong for Rob Hoepfner in Morden, Manitoba as he brought in the first 2012 CL Nexera™ canola field in Western Canada. “The Nexera looked good all year; it was very easy to swath and my brother-in-law – who was operating the combine – said it was very good for combining.”

Dow AgroSciences has been expecting great yields and easy swathing from the 2012 CL Nexera hybrid, designed to compete with any canola hybrid in the mid- and long-season growing zones of Canada. Hoepfner says, “The first field yielded around 45 bushels per acre, which is very good considering the year we’ve had.”

The canola was contracted by Steve Nikkel at Viterra’s Winmor Ag retail location: “The Nexera hybrid definitely came up like other hybrids in the area and looked good all summer.” Significant acres of the particular hybrid were contracted over the past year, and Nikkel anticipates next year will be ever higher. “From what I see, I am expecting the Nexera hybrid to yield comparable to the other varieties grown in the Morden area.”

Yielding well against competitive hybrids is great news for Nexera canola growers and for Dow AgroSciences, who have put a guarantee on their canola with the Nexera Canola Healthiest Profit Challenge™ – if a farmer seeds a recommended Nexera canola hybrid beside any commodity canola hybrid, including InVigor®, Roundup Ready®, or Clearfield® hybrids, and doesn’t make more money with Nexera canola, they will be paid the difference plus an additional bushel per acre.

It helps farmers cash in and feel confident about what they’re seeding, just like Hoepfner. He has less than 300 acres of Nexera canola left to go and is expecting the Nexera hybrid to yield over 40 bushels per acre across the rest of the farm. “I’m very satisfied with the Nexera hybrid and will be signing a contract for 2012,” he adds.

About Dow AgroSciences Canada

Dow AgroSciences Canada Inc. brings innovation to life through people, chemistry and biotechnology in the areas of seed and crop production, and pest management. Dow AgroSciences Canada Inc. is headquartered in Calgary, Alberta, with commercial and research operations across Canada. Key research facilities include corn and soybean breeding in St. Mary’s and Blenheim, Ontario, cereals breeding in Nairn, Ontario, and a global canola research center in Saskatoon, Saskatchewan. For more information on Dow AgroSciences Canada Inc. and its products, visit www.dowagro.ca.

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