



For more information about Dow AgroSciences or any of our products, call 1-800-258-3033.
Or e-mail us at info@dow.com or visit our Web site at www.PhytoGenYields.com.

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We Want 2010 to be Your Best Year Yet!

Your local PhytoGen sales representative wants to talk to you about Official Variety Trials and which PhytoGen® brand varieties will work best on your farm. Our experienced staff is available to discuss how your yields can be improved and how we can help you make the right choice for 2010.

Call your Dow AgroSciences representative today to schedule your on-farm visit.

[Rep_IMG]

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This edition of *FieldNotes* has been sent to you on behalf of your Dow AgroSciences sales representative.

FieldNotes



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Give Yourself Options

The 2009 growing season started off strong with PhytoGen® cottonseed varieties jumping out of the ground. Unfortunately for many producers, tough harvest conditions resulted in reduced and highly inconsistent yields. The year reminded us of the importance of reducing financial risks by spreading out varietal maturities and of basing varietal decisions on multiple years of data.



On the bright side, 2010 looks to be a more promising year with cotton contracts closing strong in December. No matter which way the coming year plays out — unpredictable weather or high cotton — varietal selection is a key to your success. PhytoGen offers many great choices for your farming operation.

As a grower, you can rely on resources, such as university data from the past several years, to help you choose which cottonseed is right for your farm. Another resource is your Dow AgroSciences sales representative, pictured on the back of this newsletter. Please don't hesitate to call him or her for information or recommendations to help you make the right decision. Your sales representative is also the primary contact for your cotton development specialist, whom you'll hear more from on Page 3.

Good luck to you in the year ahead. We hope we can work with you toward a successful and profitable crop in 2010.

Duane

Duane Canfield
General Manager and Market Specialist



PhytoGen Now Delivers Even More Choices for Growers

PhytoGen kicked off 2010 by introducing three new exclusive cottonseed varieties. After years of selective breeding, PhytoGen® brand PHY 367 WRF, PHY 565 WRF and PHY 525 RF will now provide growers with more choices for increased profitability.

PhytoGen brand PHY 367 WRF, for example, is an early maturing variety with root-knot-nematode (RKN) tolerance. It is the first entry into this category from PhytoGen and is expected to perform well in the upper Midwest and lower Delta regions.

"It's a solid variety that offers another option for growers," says Joel Faircloth, PhytoGen cotton development specialist for Dow AgroSciences. "Essentially, it's a tool for more flexibility. It enables growers who are dealing with RKN to spread their risks across maturities."

PHY 367 WRF was selected for its early season vigor, RKN tolerance, good to high yield potential and good fiber quality. It is stacked with both WideStrike® *Insect Protection* and Genuity® Roundup Ready® Flex.

First late-season varieties

PhytoGen brand PHY 565 WRF, along with PHY 525 RF, are the company's very first entries into the mid- to full-season cottonseed market. PHY 565 WRF is a mid- to late-maturing variety with high yield potential that was specifically selected for broad adaptation and good to excellent fiber quality. It also is stacked with WideStrike and Genuity Roundup Ready Flex.

"We're excited about the entry of several stellar varieties, including PHY 565 WRF," says Steve Brown, PhytoGen cotton development specialist for Dow AgroSciences. "It's a semi-smooth, upright plant that has competed very well against DP 555 BG/RR. Seed is limited, but we hope many growers will get a good look at both PHY 565 WRF and PHY 525 RF."

(Continued on next page)

PhytoGen Now Delivers Even More Choices for Growers (Continued)

PHY 525 RF is a mid- to full-maturing variety selected for broad adaptation, high yield potential and good to excellent fiber quality. This variety should appeal to growers who are looking for a Genuity Roundup Ready Flex-only variety.

"These new varieties were selected based on years of discriminating study," says Joe Johnson, full-season cotton breeder at Dow AgroSciences. "We've thoroughly researched each line, and each one has shown to have good staple length and loan value."

No. 1 planted variety

These varieties are coming on the heels of the release of PHY 375 WRF, which was available in limited quantities in 2009. PHY 375 WRF was a leading Upland variety across the Cotton Belt last year and was the No. 1 planted variety in the Midsouth region.

Stacked with WideStrike and Genuity Roundup Ready Flex, PHY 375 WRF is an indeterminate, early maturing variety. It has the capacity to keep growing in stressful environments and matures quicker than other varieties when protected from early season insects.

PhytoGen Salutes Cotton Award Winners

Congratulations to the 2010 High Cotton Award winners! Four producers from across the country were recognized at the Beltwide Cotton Conferences for producing high-quality cotton with environmentally sustainable practices. The recipients — three of whom grow PhytoGen® cottonseed on their farms — are listed below:

- Delta — Jimmy Hargett, Bells, Tenn.
- Southeast — Mike Griffin, Suffolk, Va.
- Southwest — Jeff Posey, Roby, Texas
- Far West — Allen Pierucci, Buttonwillow, Calif.

When accepting the bronze replica of a cotton boll that was presented to each winner, Southeast winner and PhytoGen producer Mike Griffin expressed his hope that the nation will develop a greater appreciation for cotton and for U.S. agriculture.



Susan and Mike Griffin, High Cotton Award winners, are pictured at the Beltwide Cotton Conferences with Joel Faircloth, winner of the Outstanding Young Cotton Physiologist award.

Dow AgroSciences and Syngenta Sign New Cotton Technology Agreement

Under the terms of a recent agreement between the two companies, Dow AgroSciences will receive a global license to develop and commercialize stacked combinations of Syngenta's COT102 transgenic event with Dow AgroSciences' traits.

The COT102 event contains Vip3A, a novel vegetative insecticidal protein that is structurally different to insect traits currently on the market and has a distinct mode of action, which is an important tool for Insect Resistance Management. Dow AgroSciences also will receive a license to a number of VipCot cotton varieties, stacked with glyphosate tolerance, for sale in the United States under its PhytoGen® cottonseed brand. Pending regulatory approvals, these varieties are expected to be launched in 2012 and will offer cotton growers protection against key cotton pests, such as cotton bollworm, tobacco budworm and armyworms.

This agreement further demonstrates Dow AgroSciences' commitment to innovation and industry-leading technology that will enhance the profitability of cotton growers' operations worldwide.

From the Turnrow Critical for Growers to Spread Risks



Reed Parker
Cotton Development
Specialist

If anything was predictable about 2009, it was that the weather was unpredictable. With the erratic weather patterns, it was tough for growers to determine the true value of varieties planted for the first time. Growers are encouraged not only to analyze the performance and results of this year, but also to look back and study data from multiple years to help determine the true performance potential.

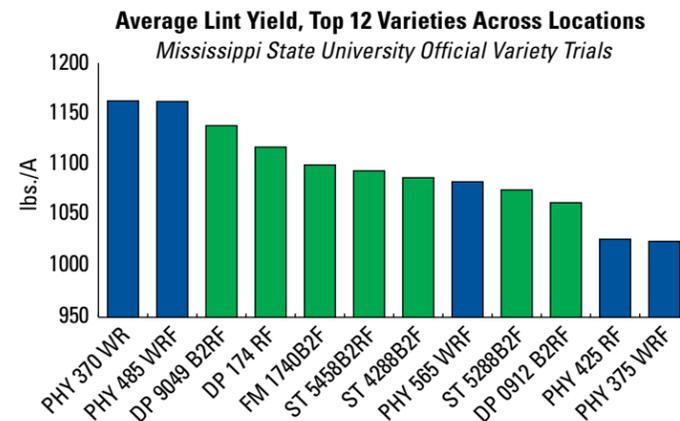
After all was said and done, we were pleased with the performance and preliminary trial results of PhytoGen® cottonseed varieties under the adverse conditions endured during the year.

PhytoGen had five of the top 12 varieties in the Mississippi State 2009 Official Variety Trials (OVTs), which tested a total of 31 cottonseed varieties across six locations. In the average lint yield results, PhytoGen brand PHY 370 WR was No. 1, PhytoGen brand PHY 485 WRF was No. 2 and PhytoGen brand PHY 565 WRF was No. 8.



In the new variety entry test at MSU, PHY 565 WRF was the No. 1 mid- to full-maturity variety across all locations.

In the new variety entry test, PHY 565 WRF was the No. 1 mid- to full-maturity variety across all locations. It outyielded all standards by 50 pounds per acre, including the competitive variety ST 5458B2RF. This new entry from PhytoGen looks good throughout soil types, and we very strongly feel it will fit the footprint of DP 555 BG/RR across the Midsouth.



Variety	PHY 370 WR	PHY 485 WRF	DP 9049 B2RF	DP 174 RF	FM 1740B2F	ST 5458B2RF	ST 4288B2F	PHY 565 WRF	ST 5288B2F	DP 0912 B2F	PHY 425 RF	PHY 375 WRF
Average Yield (lbs./A)	1,159	1,158	1,137	1,115	1,099	1,092	1,086	1,082	1,074	1,061	1,025	1,024

Again, because of the excessive rainfall in 2009, data sets will vary across the area and even across farms. When cotton was planted, how it was managed, and when it was picked all affect the final data. Because of exposure to weather this fall, the later-maturing cotton varieties performed better in the end.

PhytoGen again places in Louisiana Top 10

One thing we know across the Midsouth is that it's very important to spread risks with varietal and maturity differences. Our proven varieties continue to perform very well across the state. In the St. Joe area, for example, PhytoGen® brand PHY 425 RF was No. 2 in 2009 and PHY 485 WRF was the No. 1 stacked Roundup Ready® Flex variety over a two-year period.

For growers who have grown DP 555 BG/RR, our first entry into the mid- to late-maturity market, PHY 565 WRF, will fit in very well. In fact, we expect it to yield well across the entire lower Midsouth. PHY 565 WRF performed very well in experimental trials (No. 1 and No. 4 in Mississippi) before we committed to bringing it to the commercial marketplace.

When evaluating data sets, growers should remember that it takes seven to nine years to bring a variety to market. Breeders test experimental variety lines against the best on the market. PhytoGen has very stringent research and development tests for all of its varieties. Not only does it take years to bring a variety to market, but we also test them through third parties and cooperators one year prior to launch. All of our new entries are tested on-farm one year prior to launch.