



Readers Select SmartStax Corn as Winner

■ By Colleen Scherer, managing editor

The winner of the third annual *AgProfessional* Readers' Choice 2009 New Product of the Year Award is Monsanto and Dow AgroSciences for their SmartStax corn. Voting for the top product was conducted online at www.AgProfessional.com. SmartStax captured 36 percent of the total votes.

Voters agreed that SmartStax corn, an eight-in-one corn trait system designed to reduce refuge acres was truly unique and would have the greatest impact for corn production. The Environmental Protection Agency registered SmartStax corn in 2009 after the planting season. SmartStax was jointly developed in cooperation between Monsanto and Dow AgroSciences. Both companies are working with the seed companies for a reasonable volume of SmartStax-traited seed to be sold for the 2010 planting season.

PRODUCT HIGHLIGHTS

In the U.S. Corn Belt, refuge acres using SmartStax have been reduced from 20 percent to 5 percent, and in the Cotton Belt from 50 percent to 20 percent—giving farmers the opportunity for greater yield advantage on more acres when they plant SmartStax seed.

The companies say this trait will provide a broad spectrum of above- and below-ground insect protection and weed control. This revolutionary corn technology combines multiple *Bt* proteins to provide season-long yield protection in three areas:

- Above-ground insect control combines Dow AgroSciences' Herculex Insect Protection technology with Monsanto's second-generation above-ground insect protection, Genuity VT Triple PRO. With these two technologies, SmartStax corn will provide protection against the broadest spectrum of above-ground insects, including corn earworm, European corn borer, southwestern corn borer, sugar cane borer, fall armyworm, western bean cutworm and black cutworm.
- Below-ground insect control combines Monsanto's YieldGard VT Rootworm/RR2 technology with Dow AgroSciences' Herculex RW Insect Protection technology for consistent protection against Western, Northern and Mexican corn rootworms.



- Broad-spectrum weed and grass control combines Monsanto's Roundup Ready 2 technology with Bayer CropSciences' LibertyLink herbicide tolerance. SmartStax corn weed control systems provide a full

spectrum of weed and grass control from two over-the-top, post-emergence modes of action.

TOUGH COMPETITION

Voting for the 2009 Readers' Choice Award was not linked to what a company's product has accomplished but its potential for impact on the agricultural industry and the amount of news and information disseminated about the product. Readers were asked to vote for the top product based on innovation and potential impact information provided in *AgProfessional* magazine and on www.AgProfessional.com.

A total of 10 new products were selected by the editors of *AgProfessional* as 2009 *AgProfessional* Editors' Choice New Product of the Year Award winners.

The second through fourth place reader choices were Miller St. Nazianz, Inc.'s Miller Condor G Series Sprayers (23 percent of the vote), Syngenta Crop Protection's Avicta Complete Corn (12.5 percent of the vote) and BASF's four new herbicides with Kixor (11.9 percent of the vote). These top four vote-getting products outpaced the other six products dramatically—83.4 percent of the total vote went to one of the top four.

The other new products in the running were AGCO Application Equipment's Five New RoGator Models, Autofarm and Ag Leader's ParaDyme Steering System, Becker Underwood's Vault HP, Dow AgroSciences' Instinct Nitrogen Stabilizer, John Deere's PitStop Pro and Trimble's FmX Display.

The awards program was initiated to recognize those companies that do a good job telling their message. *AgProfessional's* editorial staff appreciates the legitimate news and communication from public relations agencies and companies that provide newsworthy information of interest to the magazine's readers—crop consultants, ag retailers and farm managers. **AG**