



Explaining the Label: Agrisure Traits

To help growers understand the competitive advantage of Agrisure® traits as the most innovative traits system on the market, Syngenta has changed its naming system to include its latest, breakthrough trait technologies. The Agrisure product line is comprised of high-performance traits available in elite hybrids, developed to provide best-in-class insect control and exceptional herbicide tolerance in corn. The naming system creates consistency for the delivery of new technologies and will help growers better understand the available trait stacks from Syngenta.

GROWmore
CORN

Benefits of Agrisure Traits Naming System:

- Captures technology descriptions and trait indicators.
- Enables use of the current Agrisure master brand for current and successive trait launches.
- Provides clear and logistical advancement for successive trait additions and technology innovations.
- Sets forth a methodology for naming trait stacks that feature multiple best-in-class insect trait technologies (e.g. Agrisure Duracade™ plus Agrisure Viptera®).
- Introduces an identifier for trait stacks containing Agrisure Artesian® technology for water optimization.

How It Works

- The brand suffix changes as different trait technologies are introduced.
- The first number indicates the product's technology series.
- The last three numerical identifiers represent the number of modes of action in each hybrid for control of broad spectrum lepidopteran pests, corn borer and corn rootworm.
- The naming system does not apply to the Agrisure 3000GT triple stack, which provides excellent tolerance to in-season applications of glyphosate and glufosinate herbicides and protects hybrids against corn borer and corn rootworm.



Here are three examples:

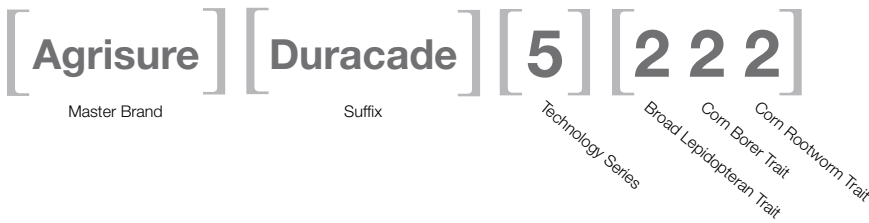
What growers will see:  **Agrisure Viptera**
3111A

On each seed bag tag, growers will see four numbers. Each number has a meaning. How it works:



- Agrisure Artesian technology can be stacked with any of our best-in-class insect or herbicide traits, and will be designated by a capital “A” after the numerical identifiers.
- Artesian will not be spelled out in the suffix when a trait stack contains the Agrisure Viptera or Agrisure Duracade trait.

What growers will see:  **Agrisure Duracade**
5222



- The 5 technology series represents next-generation corn rootworm control.
- All trait stacks that include the Agrisure Duracade trait will carry the Agrisure Duracade name (suffix).
 - Note: This pertains to trait stacks containing both the Agrisure Duracade trait and the Agrisure Viptera trait (i.e., Agrisure Duracade 5222).

What growers will see:  **Agrisure**
3122 E-Z refuge*



- All trait stacks that do not contain the Agrisure Artesian, Agrisure Duracade or Agrisure Viptera trait will *not* have a brand suffix.
- The E-Z Refuge descriptor follows the trait stack numerical identifiers for hybrids that are available as integrated, single-bag refuge products which contain 95 percent seed of a corn hybrid containing the trait stack and 5 percent seed of a hybrid without insect control traits. This blend enables growers to meet refuge requirements as specified by the EPA for managing insect resistance.



©2013 Syngenta. Agrisure®, Agrisure Artesian®, Agrisure Duracade™, Agrisure Viptera®, E-Z Refuge™, the Alliance Frame, the Purpose Icon and the Syngenta logo are trademarks of a Syngenta Group Company. HERCULEX® and the HERCULEX Shields are trademarks of Dow AgroSciences LLC. HERCULEX Insect Protection technology by Dow AgroSciences and Pioneer Hi-Bred. LibertyLink®, Liberty® and the Water Droplet logo are registered trademarks of Bayer.