

Dow AgroSciences Announces Name Of New Three-Gene Insect Protection In Cotton

WideStrike 3 Provides Superior Protection Against Cotton Bollworm, Other Key Pests

INDIANAPOLIS, IND.

Dow AgroSciences has unveiled the name of its in-plant, three-gene insect protection trait in cotton. WideStrike 3, the next generation of

Dow AgroSciences' WideStrike® Insect Protection, will be offered exclusively in industry-leading germplasm developed by PhytoGen® cottonseed.

WideStrike 3 features the Cry1Ac and CryF proteins and a vegetative insecticidal protein (Vip3A) from *Bacillus thuringiensis* (Bt) for superior protection throughout the cotton plant from a wide spectrum of damaging lepidopteran pests, such as cotton bollworm, and improved resistance management. Dow AgroSciences received registration of the trait from the U.S. Environmental Protection Agency in May and will offer the technology exclusively in PhytoGen brand varieties starting in 2014.

"With three unique Genes, WideStrike 3 will be the industry standard for season-long control of yield-robbing worms in cotton including

improved bollworm control, in addition to strong trait durability for greater longevity of the technology," says Duane Canfield, portfolio marketing leader for PhytoGen cottonseed. "This new trait will help safeguard the outstanding yield potential that growers have come to expect from PhytoGen brand seed varieties."

PhytoGen's current offering, WideStrike, is a two-gene, in-plant trait that provides broad-spectrum, season-long control of lepidopteran insect pests, such as fall armyworms, loopers, cotton bollworm and budworm. It is available exclusively from Dow AgroSciences – a trusted leader in the cotton industry.

PhytoGen, an affiliate of Dow AgroSciences, offers cottonseed varieties with the most advanced in-plant protection options, such as WideStrike® Insect Protection, and Genuity® Roundup Ready® Flex. For more information on PhytoGen or 2013 varieties, call 800-258-3033 or go to www.PhytoGen.com. Join the discussion with PhytoGen on Facebook® and YouTube®. Δ

The Syngenta logo is displayed in white lowercase letters on a dark green rectangular background. A small registered trademark symbol (®) is located to the upper right of the word "syngenta".

Link Directly To: **SYNGENTA**