

Field Performance And OVTs Drive Demand For Americot's AM 1550 B2RF

LUBBOCK, TEXAS

Every grower who tried AM 1550 B2RF last year has planted this unique cotton variety on more acreage this year. Every grower. Last season, this Bollgard II®/Roundup Ready® Flex cotton from Americot, Inc. performed particularly well from Clarksdale north in the upper Mississippi River Delta, as well as in the Southeast, according to Dale Logan, Americot Territory Manager for the Midsouth and Southeast.

"In the Midsouth last year, all the AM 1550 B2RF was picked before the heavy October rains fell, thereby preserving yield and fiber quality," Logan says. "So in addition to excellent yield potential and outstanding fiber quality, AM 1550 B2RF offers earliness, which especially pays when you have a wet fall.

"Growers who tried the cotton in 2008 planted more of it this year. And their neighbors were watching because we had a tremendous number of phone calls from growers booking AM 1550 B2RF for the first time this year."

AM 1550 B2RF is an early to medium maturity, semi-smooth cotton. Midsouth gin recaps from 2008 showed an average 35.8 staple, 4.4 mic, 28.8 strength and a 3.15 leaf. The cotton

also had a \$0.5571 loan rate. Additionally, this high-gear cotton has excellent emergence.

AM 1550 B2RF is an excellent example of extensive breeding resulting in cotton varieties tailored specifically for the Midsouth. AM 1550 B2RF is a very stable variety which is evident in OVT results as well in growers' fields across the North Delta.

Even with the dramatic drop in cotton acreage in the past few years, Americot has maintained and even increased market share. "That says a lot in these times for the quality of our products and the trust that growers have in them," Logan says.

Americot owns one of the largest germplasm bases available to which it can combine the latest and best biotechnology traits from across the world to benefit U.S. growers. The company has the freedom to stack anybody's technology traits in future varieties.

Americot, Inc. headquartered in Lubbock, Texas provides Southwest, Midsouth and Southeast cotton growers with quality planting seed of varieties that offer high yield potential and excellent fiber quality with the technologies that growers want and need. For more information on Americot cotton products, call 888.678.7333 or go to www.americot.com. Δ