

New Naming System For Deltapine Varieties Introduced

MEMPHIS, TENN.

Starting in 2009, Monsanto's D&PL business will introduce a new naming system designed to help growers better identify promising new cotton varieties for the Deltapine® brand.

The new naming approach for Deltapine® varieties uses a four digit numbering system. The first two numbers indicate the year the variety was introduced, and the second two numbers showing relative maturity. The uppercase abbreviation at the end of the name will continue to represent the included trait technology.

Two "Class of '09" cotton varieties showcased by the company this summer – DP 0924 B2RF and DP 0935 B2RF – reflect the new system. After 2008 data is collected and reviewed, additional varieties are expected to be introduced at the Beltwide Cotton Conferences in January once 2008 testing data is gathered and reviewed. Each year, a new "class" of Deltapine cotton varieties will be introduced.

"By looking at the first two numbers farmers will know when a variety was commercialized, making it easier to locate performance data on the product," said Keylon Gholston, Deltapine

cotton product manager. "The Class of '09 cotton varieties represents the future of cotton and we plan to bring forward new Deltapine varieties each year that offer advantages or improvements. This naming system provides a simple way for farmers to know they are selecting the latest varieties offering maximum performance potential. In addition, we anticipate that by pegging the product to the year of introduction, we have created an easily remembered product designation."

Example: DP 0935 B2RF

09 = year variety is introduced

35 = relative maturity within the Deltapine maturity index

10 -19 = early

20 - 29 = early to mid

30 - 39 = mid

40 - 49 = mid to full

50 - 59 = full

B2RF = Bollgard II® with Roundup Ready® Flex

For more information on Deltapine cotton products, please refer to the company's website at www.deltapine.com. Δ