



ROUNDUP READY® XTEND CROP SYSTEM

Social Media Kit



Fall 2022





Purpose



- We've designed a social kit for Roundup Ready® Xtend Crop System (RRXCS)
- The intent of this social kit is to provide the tools to make it easy to create social content for your handles
- This kit includes key messaging, hashtags and digital assets that you can incorporate into your social posts to promote and educate on RRXCS to help drive demand for your Traited seed products



How to support the brand



Share tweets on your Twitter account supporting Roundup Ready® Xtend Crop System (RRXCS):

- a. Use established language and hashtags provided in this deck to keep consistency across all platforms.
- b. Download and utilize RRXCS assets across platforms by accessing the social assets on Traits.bayer.ca/en/Social-Kits.

Engage with [@BayerTraitsCA](https://twitter.com/BayerTraitsCA) on Twitter:

- a. Feel free to follow us, retweet, comment on our tweets, tag us, etc.



Creating Your Own Posts

Topics:

Benefits of the Roundup Ready Xtend
Crop System



Key Messaging



The following pages provide direction on key messages and assets that align with a fall timeframe. During this time, it is helpful to educate growers on the key benefits of the Roundup Ready® Xtend Crop System (RRXCS) to encourage them to choose Roundup Ready 2 Xtend® soybeans.

Key messaging includes:

- Benefits of the Roundup Ready Xtend Crop System
 - Early season residual weed control
 - Superior control of tough grass and broadleaf weeds
 - Advanced chemistry options
 - Proven yield potential
 - Outperformed the competition by 3.4 bu./ac.



Early Residual Weed Control



Key messages:

- The Roundup Ready® Xtend Crop System combines the **high yield potential of Roundup Ready 2 Xtend® soybeans** with built-in tolerance to **both glyphosate and dicamba** to control difficult and resistant broadleaf weeds, early, so your crop can get ahead of the weeds and stay there
- A dicamba application in your first herbicide pass provides short-term residual activity on **tough small-seeded broadleaf weeds**, including lamb's-quarters, redroot pigweed and common ragweed
- The residual control provided by dicamba has also been shown to **outperform 2,4-D** in controlling tough-to-control broadleaf weeds
 - *Best if paired with Roundup Xtend® vs. Enlist Duo™ comparison images*



Early Residual Weed Control



Available Assets:

RESIDUAL BROADLEAF WEED CONTROL



Roundup Xtend® herbicide with VaporGrip® Technology at 2 L/ac. applied PRE

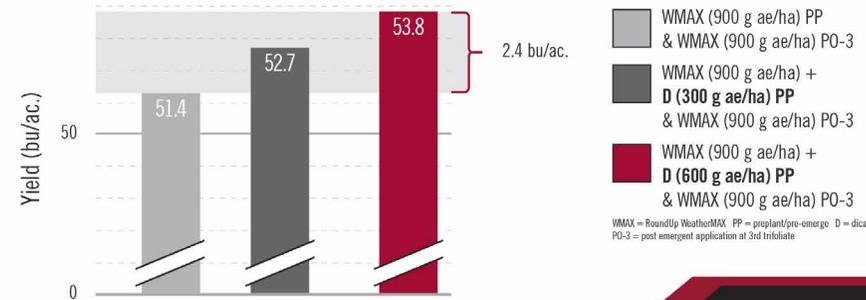


Enlist Duo™ herbicide at 1.72 L/ac. applied PRE

Source: Bayer Market Development Research Farm in Chatham, ON. Photos taken on July 24, 2020, 44 days after application.



YIELD IMPACT OF EARLY RESIDUAL CONTROL





Superior Control of Tough Weeds



Key messages:

- The Roundup Ready® Xtend Crop System provides a **strong solution for hard-to-control annual grass and broadleaf weeds** including glyphosate-resistant weeds, such as kochia (West), Canada fleabane (East) and waterhemp
 - *Best if paired with comparison photos*

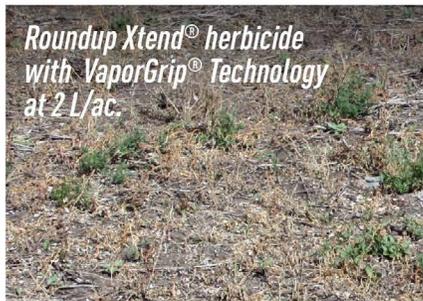


Superior Control of Tough Weeds



Available Assets:

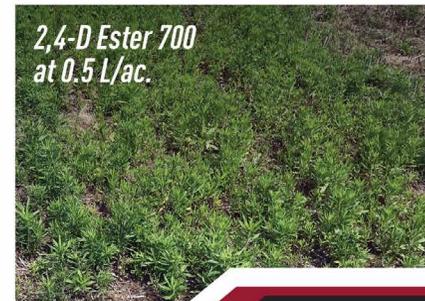
GLYPHOSATE-RESISTANT KOCHIA CONTROL COMPARISON



Source: 35 days after application in Carleton, AB 2019



GLYPHOSATE-RESISTANT CANADA FLEABANE CONTROL COMPARISON





Advanced Chemistry Options



Key messages:

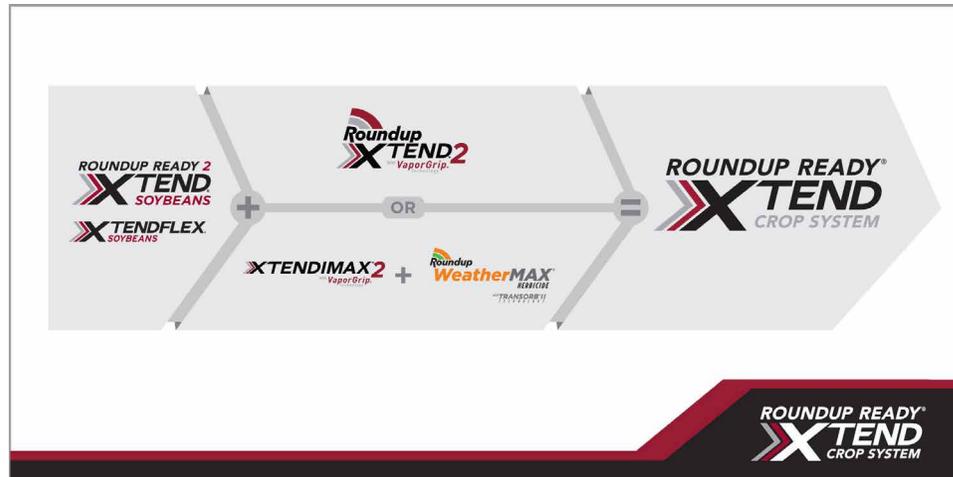
- The Roundup Ready® Xtend Crop System provides two advanced chemistry options for superior weed control:
 - **Roundup Xtend® 2 herbicide with VaporGrip® Technology** combines the power of dicamba and glyphosate to give you broad spectrum control over the toughest weeds, and its easy-to-use premixed formulation saves you valuable time in the field
 - **XtendiMax® 2 herbicide with VaporGrip® Technology** is a low-volatility dicamba-only formulation which can be tank mixed with a Roundup® brand product to give you the weed control you need
- Employing multiple modes of action to control the same weed spectrum is part of a good weed resistance management strategy



Advanced Chemistry Options



Available Assets:



IMPROVED OVERALL WEED CONTROL





Proven Yield Potential



Key messages:

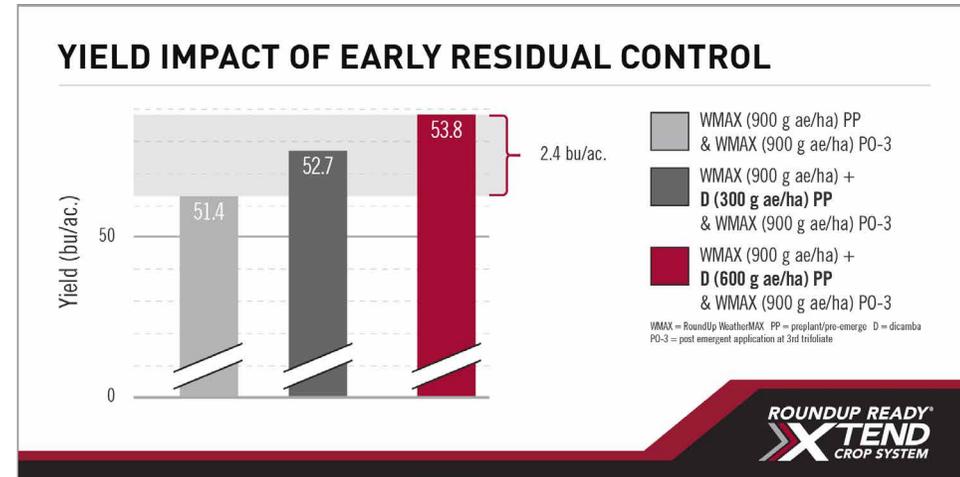
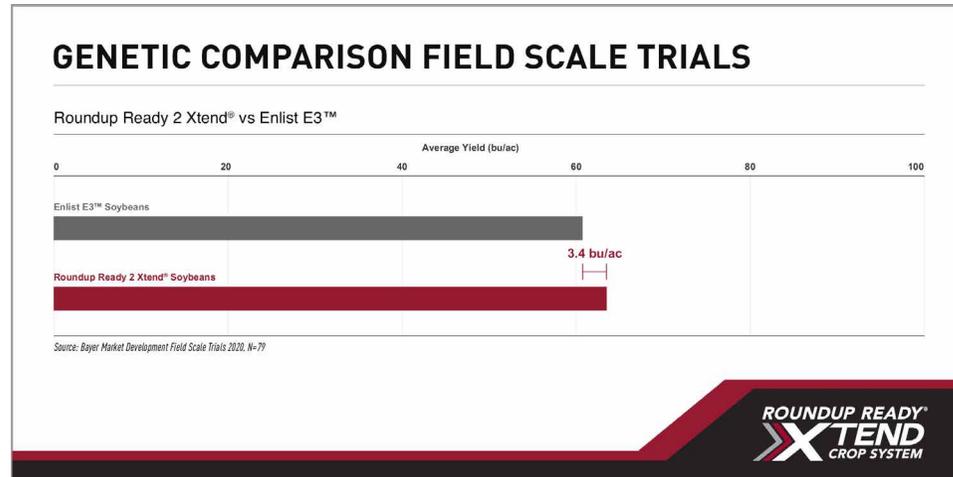
- Get **proven yield potential** with this system being built on Roundup Ready 2 Yield® technology
- The residual control provided by dicamba provides an **additional 2.4 bu./ac.** over Roundup Ready 2 Yield® soybeans
- The Roundup Ready® Xtend Crop System is built on more than forty years of **proven genetic breeding** – in recent trials, Roundup Ready 2 Xtend soybeans **outperformed the competition by 3.4 bu./ac.** – choose the soybean system with the proven genetics to deliver on yield
 - *Best if paired with Roundup Ready 2 Xtend® vs. Enlist E3™ chart*



Proven Yield Potential



Available Assets:





Examples



Bayer Traits Canada
@BayerTraitsCA

Is Canada fleabane common in your soybean fields? **#RRXCS** offers control over Canada fleabane and Lambsquarters. Not yet convinced? See for yourself...on the left, we have untreated vs the right treated with 2 L/ac of Roundup Xtend.

Bayer Traits Canada
@BayerTraitsCA

Kochia and Waterhemp are tough 🦷 Get tougher with Roundup Ready Xtend Crop System, the trait you need in 2021 to get ahead of the spread. **#RRXCS**
bit.ly/2RAdfbm

GLYPHOSATE-RESISTANT KOCHIA CONTROL COMPARISON

ROUNDUP READY XTEND CROP SYSTEM

Roundup Ready® herbicide with Xtend® Technology at 2 L/ac. Source: WMAA 2019, WMAA 2020, WMAA 2021. © 2021 Bayer. All rights reserved.

Roundup Ready® herbicide with Xtend® Technology at 2 L/ac. Source: WMAA 2019, WMAA 2020, WMAA 2021. © 2021 Bayer. All rights reserved.

Bayer Traits Canada
@BayerTraitsCA

Weed Control. When you have it... you know it. 😞 The Roundup Ready Xtend Crop System is all about that residual weed control to give you the clean fields you deserve. **#RRXCS** bit.ly/2Q3YlcV

CHART 1 - Pre-Plant Residual Weed Control

Annual Broadleaf (lb/acre)	Annual Grass (lb/acre)
35	27
75	47
98	58

CHART 2 - Yield Impact of Early Residual Weed Control

Yield (bu/acre)
51.4
52.7
55.8
57.8

WMAA 1000 g ac/hai PP
WMAA 1000 g ac/hai + 0.1250 g ac/hai PP & WMAA 1000 g ac/hai PD-3
WMAA 1000 g ac/hai + 0.2500 g ac/hai PP & WMAA 1000 g ac/hai PD-3

PP = pre-plant application
PD-3 = post-emergence application at P1/P2/P3

WMAA - Roundup Ready® Xtend Crop System
PP - pre-plant application
PD-3 - post-emergence application at P1/P2/P3

Performance may vary from location to location and from year to year, and may vary with soil type, weather, and other factors. Roundup Ready Xtend Crop System is a registered trademark of Bayer Crop Science. © 2021 Bayer. All rights reserved.



**Engage with
@BayerTraitsCA**



Engagement



Hashtags: **#RRXCS**, **#RoundupXtend**, **#XtendiMax**, **#RR2X**

Be sure to tag us on Twitter [@BayerTraitsCA](https://twitter.com/BayerTraitsCA) when you post.

- Retweet brand posts and add your own copy too
- Comment on brand posts with affirmations or answers to the post's call to action
- Post a question on your own page and tag us [@BayerTraitsCA](https://twitter.com/BayerTraitsCA) to answer
- Share awesome photos from either you or your farmers
- Consider responding to farmers' posts about their experiences with the Roundup Ready® Xtend Crop System this season and tagging the brand in your comment



ROUNDUP READY®
Xtend
CROP SYSTEM

**Roundup
Ready 2 YIELD**
TECHNOLOGY

QUESTIONS? CONTACT US

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Bayer is a member of Excellence Through Stewardship® (ETS). Bayer products are commercialized in accordance with ETS Product Launch Stewardship Guidance, and in compliance with Bayer's Policy for Commercialization of Biotechnology-Derived Plant Products in Commodity Crops. These products have been approved for import into key export markets with functioning regulatory systems. Any crop or material produced from these products can only be exported to, or used, processed or sold in countries where all necessary regulatory approvals have been granted. It is a violation of national and international law to move material containing biotech traits across boundaries into nations where import is not permitted. Growers should talk to their grain handler or product purchaser to confirm their buying position for these products. Excellence Through Stewardship® is a registered trademark of Excellence Through Stewardship.

ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS. It is a violation of violation of federal law to use any pesticide product other than in accordance with its labelling. NOT ALL formulations of dicamba or glyphosate are approved for in-crop use with products with Roundup Ready 2 Xtend® soybeans. ONLY USE FORMULATIONS THAT ARE SPECIFICALLY LABELLED AND APPROVED FOR SUCH USES. Contact the Pest Management Regulatory Agency with any questions about the approval status of dicamba herbicide products for in-crop use with Roundup Ready 2 Xtend® soybeans or products with XtendFlex® Technology.

Roundup Ready 2 Xtend® soybeans contains genes that confer tolerance to glyphosate and dicamba. Glyphosate will kill crops that are not tolerant to glyphosate. Dicamba will kill crops that are not tolerant to dicamba. Contact your Bayer retailer, refer to the Bayer Technology Use Guide, or call the technical support line at 1-888-283-6847 for recommended Roundup Ready® Xtend Crop System weed control programs.

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