



TruFlex™
CANOLA

TRUFLEX™ CANOLA
Social Media Kit



Fall 2022





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Purpose



- We've designed a social kit for TruFlex™ canola
- 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 about TruFlex canola to help drive demand for your Traited seed products



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How to support the brand



Share tweets on your Twitter account supporting TruFlex™ canola:

- a. Use established language and hashtags provided in this deck to keep consistency across all platforms.
- b. Download and utilize TruFlex canola assets across platforms by accessing social assets on [Traits.bayer.ca/en/Social-Kits](https://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.



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Creating Your Own Posts

Topics:

Superior weed control, greater yield potential, flexibility in spray rates and timing



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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 benefits of TruFlex™ canola, including superior weed control, giving you a cleaner field for a smoother harvest.

Key messaging includes:

- Benefits of the TruFlex canola system
 - Superior weed control – cleavers, foxtail barley, wild buckwheat and dandelion
 - Greater yield potential
 - Flexibility in spray rates and timing



Superior Weed Control

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Key messages:

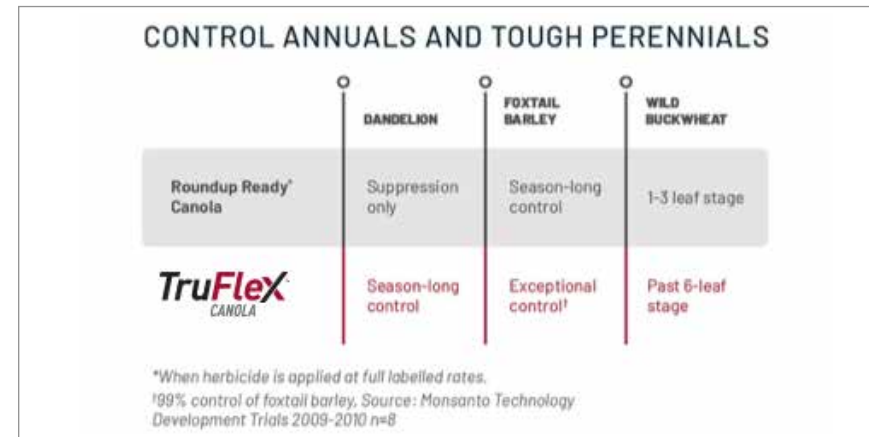
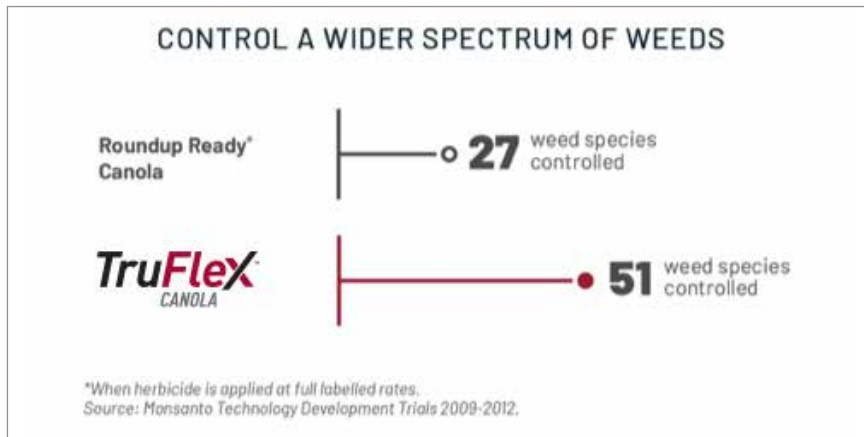
- Experience exceptional control of annual and tough perennial weeds like **cleavers**, **foxtail barley**, **wild buckwheat** and season-long **dandelion** control
- TruFlex™ canola **controls up to 51 weed species**, 24 more species than Roundup Ready® canola






Superior Weed Control

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Available Assets:



IMPROVED CONTROL OF TOUGH WEEDS

 Dandelion	 Foxtail barley	 Wild buckwheat
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Superior Weed Control

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Key messages:

- Broad-spectrum weed control gives you cleaner fields, leading to **higher yield potential** and an **easier, smoother harvest**
- New advances in trait technology helps to enable **enhanced crop safety** compared to Roundup Ready® canola
- TruFlex™ canola allows for the application of higher rates of Roundup WeatherMAX® herbicide and helps to **minimize yield penalty** relative to the Roundup Ready® canola system



Superior Control of Tough Weeds

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Available Assets:





Flexible Spray Rates and Timing

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Key messages:

- TruFlex™ canola provides a **broader application window and application rate** to give you the flexibility you need for your unique growing conditions
- The window of application for Roundup WeatherMAX® herbicide **extends past the six-leaf stage all the way to the first flower*** when applying sequential rates of 0.67 L/acre – that's up to 10-14 days longer than the current Roundup Ready technology

*First flower is when 50% of the plants in the field have no more than one flower.



Weed Control

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Available Assets:

GET THE MOST FROM YOUR TRUFLEX™ CANOLA

FOR BEST RESULTS

2×
0.67 L/ac.

Cotyledon ← Between → 1st flower

ALTERNATIVE OPTION

1×
1.33 L/ac.

Cotyledon ← Between → 6 leaf

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RECOMMENDED APPLICATION WINDOW

OPTIMAL SPRAY TIMING FOR MAXIMUM YIELD POTENTIAL
(0.67 L/ac.)

SECOND APPLICATION TIMING (IF REQUIRED)
(0.67 L/ac.)

Pre-seed Cotyledon 2 leaf 4 leaf 6 leaf Bud stage 1st flower

ALTERNATIVE SINGLE APPLICATION (1.33 L/ac.)


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Source: Bayer's recommendation for ideal application timing of a Roundup® branded herbicide.





Examples




 Bayer Traits Canada
@BayerTraitsCA


Flexibility in spray rates. Tough weed control. Higher yield potential. #TruFlex canola has everything you need to get the job done and then some! 💪 Find out more here: bit.ly/2UKYpIJ





 Bayer Traits Canada
@BayerTraitsCA

If you're seeing foxtail barley, cleavers or wild oats in your canola, you should consider using #TruFlex canola in your fields next year. Your fields and your yield will thank you. 🙌 bit.ly/2Uv3G00



 Bayer Traits Canada
@BayerTraitsCA

Is a weedy field slowing your #Harvest20 down? 🌱 Choose the #TruFlex canola system for cleaner fields and higher yield potential. bit.ly/2Uv3G00

	51 WEEDS
	27 WEEDS

*Compared to Genuity® Roundup Ready® Canola.



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**Engage with
@BayerTraitsCA**



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Engagement



Hashtags: **#TruFlex, #MaxYourTruFlex**

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 TruFlex™ canola this season and tagging the brand in your comment



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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. Roundup Ready® Technology contains genes that confer tolerance to glyphosate. Glyphosate will kill crops that are not tolerant to glyphosate. Bayer, Bayer Cross, Roundup Ready® and TruFlex™ are trademarks of Bayer Group. Used under license.
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