



XTENDFLEX® SOYBEANS

Social Media Kit



Fall 2022





Purpose



- We've designed a social kit for XtendFlex[®] soybeans
- 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 growers about XtendFlex soybeans to help drive demand for your Traited seed products



How to support the brand



Share tweets on your Twitter account supporting XtendFlex[®] soybeans:

- a. Use established language and hashtags provided in this deck to keep consistency across all platforms.
- b. Download and utilize XtendFlex soybeans assets across platforms by accessing 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.



TENDFLEX
SOYBEANS

Creating Your Own Posts

Topics:

Triple herbicide tolerance, residual broadleaf weed control, proven yield potential



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 XtendFlex[®] soybeans.

Key messaging at this point in the season includes:

- Benefits of XtendFlex soybeans
 - Triple herbicide tolerance (dicamba, glyphosate and glufosinate)
 - Choice and flexibility
 - Early residual weed control
 - Proven yield potential



Triple Herbicide Tolerance



Key messages:

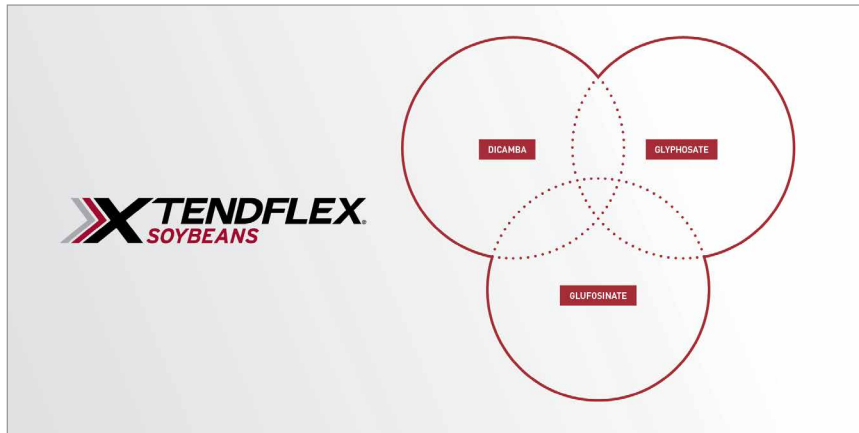
- XtendFlex[®] soybeans provide triple herbicide tolerance giving growers the **choice and flexibility** to manage tough-to-control and resistant weeds including **waterhemp, Canada fleabane and giant ragweed**
- Compatible herbicide groups:
 - Dicamba (Group 4)
 - Glyphosate (Group 9)
 - Glufosinate (Group 10)
- This added choice and flexibility allows for **proper herbicide resistance management** strategies while using multiple effective modes of action throughout the season



Triple Herbicide Tolerance



Available Assets:





Waterhemp Control



Key messages:

- Across Eastern Canada, waterhemp is becoming more of a problem; it's difficult to control and has shown to develop resistance very quickly, XtendFlex® soybeans offer farmers the **flexibility to control waterhemp with multiple herbicide combinations**
 - *Best if paired with waterhemp trial images*



Early Residual Control



Key messages:

- XtendFlex[®] soybeans allow for the use of dicamba in your first herbicide pass, and this beneficial **early residual control** helps protect your crop's yield potential – trials showed a **2.4 bu./ac.¹ increase** due to **reduced early weed competition** from residual dicamba activity
- Early control of weeds, such as lamb's-quarters, redroot pigweed and common ragweed, allows you to get ahead and stay ahead with the added flexibility of another non-selective post-emergent application option, if needed²

¹Source: Bayer Market Development research trials, 2008–2014 (n=39). Average of 2.4 bu./ac. advantage over 2-pass.

²In accordance with label requirements.



Weed Control



Available Assets:

WATERHEMP CONTROL



Untreated Check



Pre/At Planting:
Roundup Xtend[®] herbicide
with VaporGrip[®] Technology (2 L/ac.)
Late Post:
Roundup WeatherMAX[®] (0.67 L/ac.)



Pre/At Planting:
Roundup Xtend herbicide
with VaporGrip Technology (2 L/ac.) and
Fierce[®] herbicide (96 g/ac.)
Late Post:
Liberty[®] 200 SN herbicide (1 L/ac.)

Source: Third Party Research Trials, Port Alma, ON, July 28, 2020



EARLY RESIDUAL CONTROL



Pre Planting: Roundup Xtend[®] with
VaporGrip[®] Technology (2 L/ac.)



Pre Planting: Enlist Duo[™]
herbicide (1.72 L/ac.)

Source: Bayer Market Development Research Farm in Chatham, ON
Photos taken on July 3, 2019, 3 weeks after application.





Proven Yield Potential



Key messages:

- XtendFlex[®] soybeans are built on **Roundup Ready 2 Xtend[®] technology** for proven yield performance
- With XtendFlex soybeans, farmers can continue to count on the **high-yielding performance** they've come to expect at harvest, now with the **added benefit of glufosinate tolerance**



Examples




Bayer Traits Canada
@BayerTraitsCA

XtendFlex soybeans are built on Roundup Ready 2 Xtend technology with the added benefit of glufosinate tolerance. It's the high-yielding performance you need with the herbicide choice you want. #EastCdnAg bit.ly/3plmsE5

**THE YIELD YOU WANT,
THE CHOICE YOU NEED.**


**X TENDFLEX
SOYBEANS**



Bayer Traits Canada
@BayerTraitsCA

Waterhemp is the worst. But it doesn't have to be. Check out how NEW XtendFlex soybeans can help to keep Waterhemp out of your fields. youtu.be/ED11fx9zXw #XFsoys

**X TENDFLEX
SOYBEANS**

		
Untreated.	Roundup Xtend herbicide with VaporGrip Technology (2 L/ac) was applied at planting, and Roundup WeatherMAX® (0.87 L/ac) was applied in-crop.	Roundup Xtend herbicide with VaporGrip Technology (2 L/ac) and Flaco® herbicide (95 g/ac) were applied at planting. Liberty® 200 SL herbicide (1 L/ac) was applied in-crop.

Source: Third Party Research Trials, Port Alma, ON, July 28, 2020.*

Bayer Traits Canada
@BayerTraitsCA

Have you heard about XtendFlex soybeans? 🌱 With triple herbicide tolerance XtendFlex soybeans gives you the yield you want and the choice you need! 😊 #XFsoy

**X TENDFLEX
SOYBEANS**





**Engage with
@BayerTraitsCA**



Engagement



Hashtags: **#XtendFlex**, **#XFSoy**

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 XtendFlex[®] soybeans this season and tagging the brand in your comment



X TENDFLEX
SOYBEANS

**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 federal law to use any pesticide product other than in accordance with its labeling. NOT ALL formulations of dicamba, glyphosate or glufosinate are approved for in-crop use with products with XtendFlex® Technology. 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.

Products with XtendFlex® Technology contains genes that confer tolerance to glyphosate, glufosinate and dicamba. Glyphosate will kill crops that are not tolerant to glyphosate. Dicamba will kill crops that are not tolerant to dicamba. Glufosinate will kill crops that are not tolerant to glufosinate. 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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