

# READY WHEN YOU ARE

You only get one shot. So go with your best option: TruFlex™ Canola with Roundup Ready® Technology.

From seeding to harvest, you've only got 106 days\* to maximize your yield potential. But you're not worried. Because you're growing TruFlex™ canola with Roundup Ready® Technology. Here's how it can help you make the most of your season:



## IMPROVED CONTROL OF TOUGH WEEDS

The flexibility of the TruFlex canola system will allow for the control of harder-to-kill weeds like cleavers, foxtail barley and wild buckwheat. It will also help enable season-long dandelion control.



## FLEXIBILITY IN SPRAY RATES AND TIMING

TruFlex canola will have a wider application window than our current technology. If weather or a late flush of weeds delays your spray date, no problem – you will be able to spray up to first flower when applying sequential rates of 0.67 L/ac. The TruFlex canola system will also enable flexibility with your Roundup WeatherMAX® herbicide application rate to help get the job done.



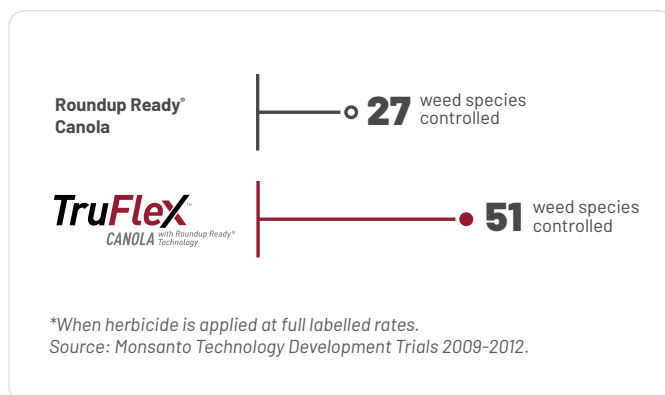
## HIGHER YIELD POTENTIAL THROUGH GENETICS AND CROP SAFETY

New genetics have packed a lot of yield potential into each TruFlex canola seed. New advances in trait technology will help enable better weed control and crop safety compared to Roundup Ready canola. It's a combination that could give you the opportunity to see much more yield potential at harvest time.

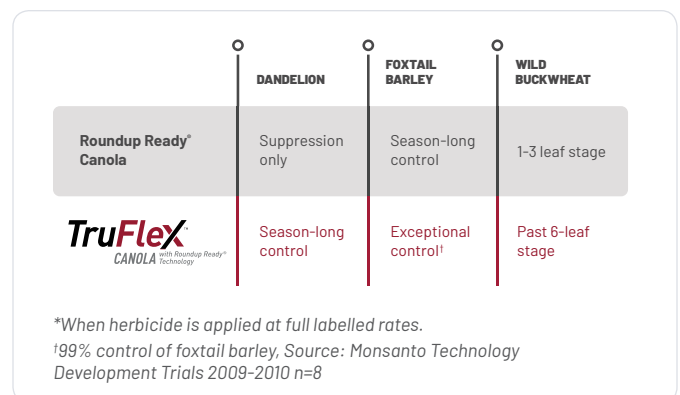
\*Average number of days for canola to reach maturity based on the 2010 Canola Glossy from the Manitoba Canola Growers Association. Maturity will vary considerably depending on location, growing season and date of seeding.

## SYSTEM COMPARISON

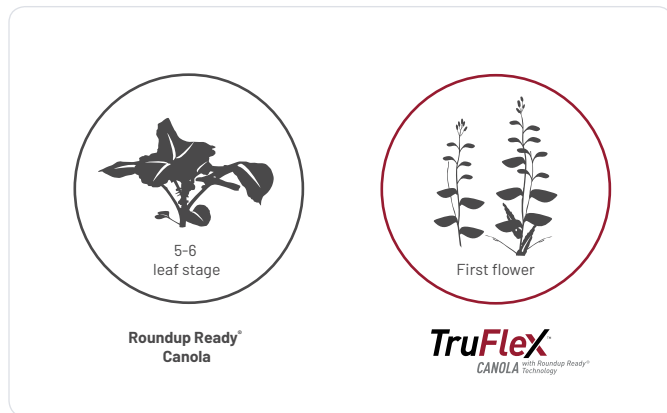
### CONTROL A WIDER SPECTRUM OF WEEDS



### CONTROL ANNUALS AND TOUGH PERENNIALS

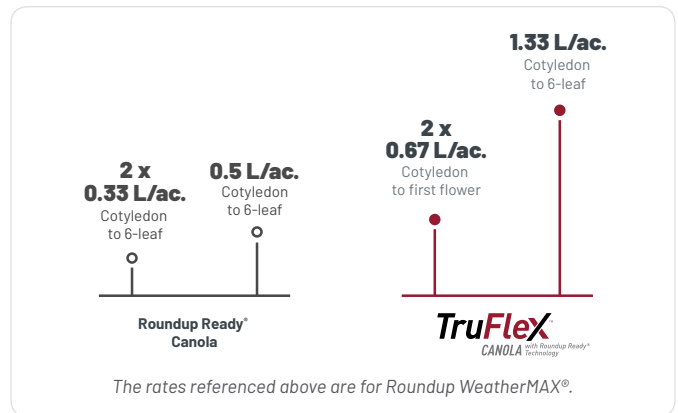


## GET UP TO 10-14 MORE SPRAY DAYS AT IN-CROP TIMING



The application window for Roundup WeatherMAX® herbicide will extend past the six-leaf stage all the way to the first flower when applying sequential rates of 0.67 L/ac.

## THE RATE FARMERS NEED FOR THEIR WEED CHALLENGES



Farmers will be able to apply Roundup WeatherMAX herbicide in-crop at 0.67 L/ac. for two applications or 1.33 L/ac. for a single application, so you can choose the right rate for the unique weed challenges on your farm.

## HIGHER YIELD POTENTIAL THROUGH GENETICS AND CROP SAFETY



We conducted field trials to test potential crop injury from spraying off-label on Roundup Ready® canola. Our research confirmed that spraying canola above the recommended rates or outside the application window was costing farmers three bushels per acre or more in yield.\*

TruFlex™ canola with Roundup Ready® Technology is built on new genetics to deliver higher yield potential compared to our current technology. Protecting that potential requires not only effective weed control, but crop safety.

### Elite Germplasm

The features farmers need for their growing conditions.

### Crop Safety

The TruFlex canola system will allow for the application of higher rates of Roundup WeatherMAX herbicide.

\*Source: Monsanto Technology Development Trials 2009-2012.

Find more information on TruFlex canola with Roundup Ready Technology:  
**Visit [Traits.Bayer.ca](http://Traits.Bayer.ca)**

Get advice on weed management:  
**Visit [MixItUp.ca](http://MixItUp.ca)**



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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®, Roundup WeatherMAX® and TruFlex™ are trademarks of Bayer Group, Monsanto Canada ULC licensee. ©2019 Bayer Group. All rights reserved.