

Big pledge for water quality

DUPONT Co. in October pledged \$250,000 to The Nature Conservancy in an effort to improve water quality in vital Midwestern watersheds and to further reduce excess nutrient runoff from farm fields.

DuPont is a charter member in an effort by the conservancy to establish watershed monitoring and best-management practices in the Boone River watershed in Iowa and Mackinaw River watershed in Illinois. Information gathered from these projects will be used in projects in other agricultural areas.

"DuPont is proud to partner with The Nature Conservancy to help improve water quality in a key agricultural region," says Linda Fisher, DuPont vice president and chief sustainability officer. "This effort is fully aligned with DuPont's global commitment to water conservation — an important part of our strategy to deliver sustainable solutions to key markets worldwide."

Reduce nutrient runoff

The conservancy and its partners in the Boone and Mackinaw river areas hope to improve water quality throughout the upper Mississippi River watershed and reduce excess nutrient delivery to the Gulf of Mexico.

"This grant allows us to move our monitoring projects on these rivers one giant step forward," says Dave DeGeus, director of the conservancy's Upper Mississippi River program. "In turn, we'll know in a timely manner the best ways to improve water quality within highly productive farming areas."

The \$250,000 DuPont grant will match funds pledged by The Kresge Foundation to the Campaign for Conservation: Saving the Last Great Places in Iowa. It is contingent on the conservancy reaching its \$9.5 million campaign goal by Feb. 1, 2008.

"Agriculture is making tremendous strides protecting the environment," says Dean Oestreich, president, Pioneer Hi-Bred. "Farmers are using conservation tillage, buffer strips, terraces and other means to hold soil and nutrients in place; but we know there is more agriculture can do. This pledge looks at ways we can continue to improve nutrient management and water quality in a sustainable way without impacting farmer productivity and profitability."

Working with farmers

In addition to financial support, DuPont and Pioneer will be actively involved by providing expertise and engaging farmers to work in the project.

The Boone River watershed encompasses 581,110 acres in six central Iowa counties and flows into the Des Moines River, then into the Mississippi River. Funding from DuPont will begin a three-phase monitoring plan within the Boone River watershed to help develop measurable ecological restoration goals.

The Mackinaw River drains the fourth-largest watershed of the Illinois River system with almost 740,000 acres. It has some of the most productive land in the U.S. Nearly 80% of the watershed currently is in corn and soybeans.

As a part of its 2015 Sustainability Goals, DuPont has committed to reducing water consumption by at least

Key Points

- DuPont has pledged \$250,000 for a huge water-quality initiative.
- Goal is to accomplish improvements in soil and nutrient management.
- Project is targeted to two large, highly productive Iowa and Illinois watersheds.

30% over the next 10 years at its global sites where renewable freshwater supply

is either scarce or stressed as determined by the United Nations. For other sites, DuPont will hold water consumption flat on an absolute basis through year 2015, offsetting rising demand from production growth through conservation, reuse and recycling.

The Nature Conservancy is a leading nonprofit organization that preserves plants, animals and natural communities representing diversity of life by protecting the lands and waters they

need to survive. The conservancy and its members have been responsible for protecting more than 15 million acres in the U.S. and have helped preserve over 100 million acres in Latin America, Caribbean, Asia and the Pacific.

The Nature Conservancy in Iowa has 7,500 members and manages 33 preserves totaling over 6,000 acres. Since the chapter began in 1963, with the aid of volunteers it has been involved in protecting 20,000 acres in Iowa.

Asgrow® **extra steps** help soybean farmers produce better beans with **higher yield potential.**

When soybean farmers plant Asgrow® brand seeds, they're planting better beans, bred to produce a consistently good crop with strong yield potential.

Early in the breeding process, a team of soybean genetic purification specialists takes extra steps, including extensive field and laboratory testing, to check Asgrow soybean lines for uniformity of genetic traits. This approach to seed purification, combined with Asgrow's elite germplasm, ultimately gives Asgrow soybean farmers a competitive advantage in terms of yield, disease resistance and performance.

"The first reason to raise Asgrow would be yield."

Soybean farmers like Darrell Thordsen of Monmouth, Iowa, appreciate the advanced genetics and technology provided by Asgrow soybeans.

Thordsen began planting Asgrow soybeans several years ago, when he had to replant several fields of a competitor's soybeans. "It was later in June when we had to replant them, and it was hot and dry," Thordsen recalls. "Those Asgrow soybeans looked good the rest of the season and were one of my best-yielding beans that fall."

Thordsen has been conducting test plots ever since. "Asgrow usually ranks right up there at the top," he says. "The first reason to raise Asgrow would be yield. And the second would be consistency. You want to be able to plan for next year, and consistency helps with that. We like what we see with the consistency and plant health of our Asgrow soybeans."

Such performance is why Thordsen plants 75 percent of his soybean acres to Asgrow. "I'm very satisfied with Asgrow," he says. "They've done a good job for me. I think they should yield real well again this year."

Missouri soybean grower Jim Collins is also aware of the "extra steps" that Asgrow purity specialists take during the breeding process, and feels that they help provide him with a better bean to plant on his fields. "Asgrow never stops upgrading their process to breed a better bean," he says. "I feel like there are better yield capabilities out there with Asgrow soybeans."

Collins began planting Asgrow soybeans 12 years ago, after watching them thrive on neighbors' farms and in

When soybean farmers plant Asgrow® brand seeds, they can be confident they are getting high-performing seed with the following benefits:

- **Uniform protection against diseases and other stresses**
- **An evenly maturing crop for easier combining and good harvest quality**
- **Consistent performance plant to plant, field to field and year to year**

test plots. He's been happy with their performance on his own farm ever since.

"When you harvest you get uniform maturity," he says. "I'm very satisfied with Asgrow and will most definitely consider increasing my percentage of Asgrow beans. They're consistently in the top range of all my beans."

Thordsen and Collins are not alone in their observations of the yield benefit of Asgrow soybeans. Asgrow brand '08 Elites yielded on average 3.4 bushels more per acre than competitors' brands.¹

Tom Schaefer, U.S. Soybean Marketing Manager for Monsanto, says Asgrow purity specialists focus on genetic purity of future Asgrow products. "Our dedicated soybean purity team delivers a better overall soybean package to the grower," Schaefer says. "Our commitment to delivering elite Asgrow germplasm in accordance with our stringent purity program means higher yield potential for growers and more potential profit for their hard work. This is really what Asgrow is all about, breeding better beans."



Asgrow® purity specialists focus on genetic purity in every soybean variety.

This information provided by Asgrow.

1. Source: 2006 Asgrow Research, product vs. brand summary of 2,344 individual head-to-head comparisons. Asgrow® and A Asgrow. We Breed Better Beans. are registered trademarks of Monsanto Technology LLC. ©2007 Monsanto Company. [31884-43-sw-11/07-Advert-IP/IA/MO-WAL]