

Farm Facts & Figures

Incentives and Risk-Sharing Programs Aid Farmers

(NAPSA)—The idea that most entrepreneurial businesses carry the seeds of risk clearly applies to agriculture. Farmers constantly face risk of adverse weather, price fluctuations for their products and uncertainties over how new technologies will perform in the field.

Fortunately for farmers, some of the companies they purchase inputs from have risk-sharing programs designed to help farmers in a number of adverse situations.

The Roundup Rewards program from Monsanto is one example of a risk-sharing program available to farmers. When farmers use the company's technologies and follow agricultural herbicide recommendations, they are eligible for the program, which is unmatched in the agricultural industry.

"Roundup Rewards offers farmers added protection through reduced-risk program elements so they can farm with confidence," said Chad Bush, Monsanto's Roundup marketing manager. "When farmers make an investment in Monsanto's herbicides and traits, they can rest assured that the Roundup Rewards program will back those investments."

In addition to receiving support from local experts, the program provides farmers with allowances and warranties if adverse situations should cause them to replant



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their crops or respray with herbicides. The program is designed to back the trusted performance farmers expect from Roundup agricultural herbicides.

"Even if farmers have problems controlling Volunteer Roundup Ready Corn 2, Roundup Rewards offers up to \$3.90 per acre toward the herbicide Select Max to control it under the new Volunteer Roundup Ready Corn 2 Cost-Share Allowance," explained Bush.

Since 1997, more than 300,000 farmers have participated in the Roundup Rewards and have received more than \$600 million in benefits. "Monsanto is a company 100 percent focused on agriculture, and when a farmer's business succeeds, we succeed as well," added Bush.

To learn more, visit Monsanto's Web site at www.monsanto.com.