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We want to hear from you

Our experienced staff is always available to visit your farm to discuss varieties and assist with seed selection.

[CDS_IMG] [CDS_NAME]
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Start strong to finish strong



Hank King

Hank King
U.S. Leader –
PhytoGen® cottonseed

Industry-leading emergence and early season vigor from PhytoGen® brand varieties help cotton start strong and finish strong.

In addition to outstanding vigor, yield and quality, PhytoGen provides peace of mind by helping you overcome pest and disease challenges. Our diverse portfolio of PhytoGen brand varieties also provides you with the maturities, agronomic characteristics, trait technologies and native traits to make prescriptive decisions for your operation.

PhytoGen is the first to offer varieties with the Enlist™ cotton trait, giving producers three herbicide modes of action – a new 2,4-D choline, glufosinate and glyphosate – to manage tough-to-control and resistant weeds. And WideStrike® 3 Insect Protection, the first three-gene Bt technology in cotton, provides season-long insect protection against a wide spectrum of damaging lepidopteran pests, including improved control of cotton bollworm.

Start strong to finish strong.

For more information about PhytoGen® cottonseed or any other Dow AgroSciences products, call 800-258-3033. Or email us at info@dow.com or visit our website at PhytoGen.com.

This edition of *FieldNotes* has been sent to you on behalf of your PhytoGen sales representative.



FieldNotes

A COTTON PUBLICATION FOR FARMERS IN MID-ATLANTIC

VOLUME 11, ISSUE 3

North Carolina grower says early season vigor key to thriving in cotton

If you want your cotton crop to thrive, it needs a strong start. That’s why cotton grower Mike Harris of Roper, North Carolina, looks for cotton varieties with excellent early season vigor.

“You need early vigor to get it up as fast as it can,” Harris says. “When it is soaking up heat units – flowering, squaring, putting on bolls – that’s where your money is.”

Harris plants PhytoGen® cottonseed on the majority of his cotton acres for the early season vigor. He’s planted different PhytoGen brand varieties through the years and says it gets better and better.

“The main thing I like about PhytoGen is it gins out more cotton at the end of the year,” Harris says. “That’s what we’re selling, pounds of lint.”

Harris says PhytoGen offers varieties to fit the various agronomic conditions on his farm. He’s yielded as much as 1,700 pounds on good ground, and he’s surprised himself on average ground.

“PHY 333 WRF will fool you. I had a tough year where we didn’t think it would make 500 pounds,” Harris says. “But when we got the yields back, it was more than 1,000 pounds of cotton. After that, I wanted to make sure my name was in the pot to get more the next year.”

Harris was first drawn to PhytoGen cottonseed for the yields, but its fiber quality has become more important in recent years.

“When you have a good quality cotton, you make more money with fewer deducts. It’s just as important as poundage.”



North Carolina producer Mike Harris was first drawn to PhytoGen® cottonseed for the yields, but its fiber quality has become more important in recent years. He says PhytoGen just keeps getting better and better.

Advanced traits from PhytoGen protect yield and quality

The latest lineup of PhytoGen® brand varieties offers growers more and better in-plant, native trait protection to help cotton thrive, protect quality and optimize yields. PhytoGen offers a multitude of options to help growers fight bacterial blight, root-knot nematodes (RKN) and verticillium wilt.

Nationwide, growers can choose from 12 PhytoGen® brand varieties packaged with bacterial blight resistance, 10 varieties that have some level of verticillium wilt tolerance and two varieties with RKN resistance. PhytoGen also offers Pima varieties with tolerance to Fusarium Race 4.

“PhytoGen researchers have spent years selecting for naturally occurring traits that confer a high level of tolerance to diseases that plague cotton growers,” says John Pellow, global cotton breeding leader at Dow AgroSciences.

Most PhytoGen cottonseed currently contains these native traits, Pellow says, and additional protection is in the works. Soon, varieties will contain multiple naturally occurring traits to guard against various soilborne and foliar diseases. PhytoGen brand varieties also are being developed to better tolerate various environmental stresses and to provide reniform nematode tolerance in Upland varieties.

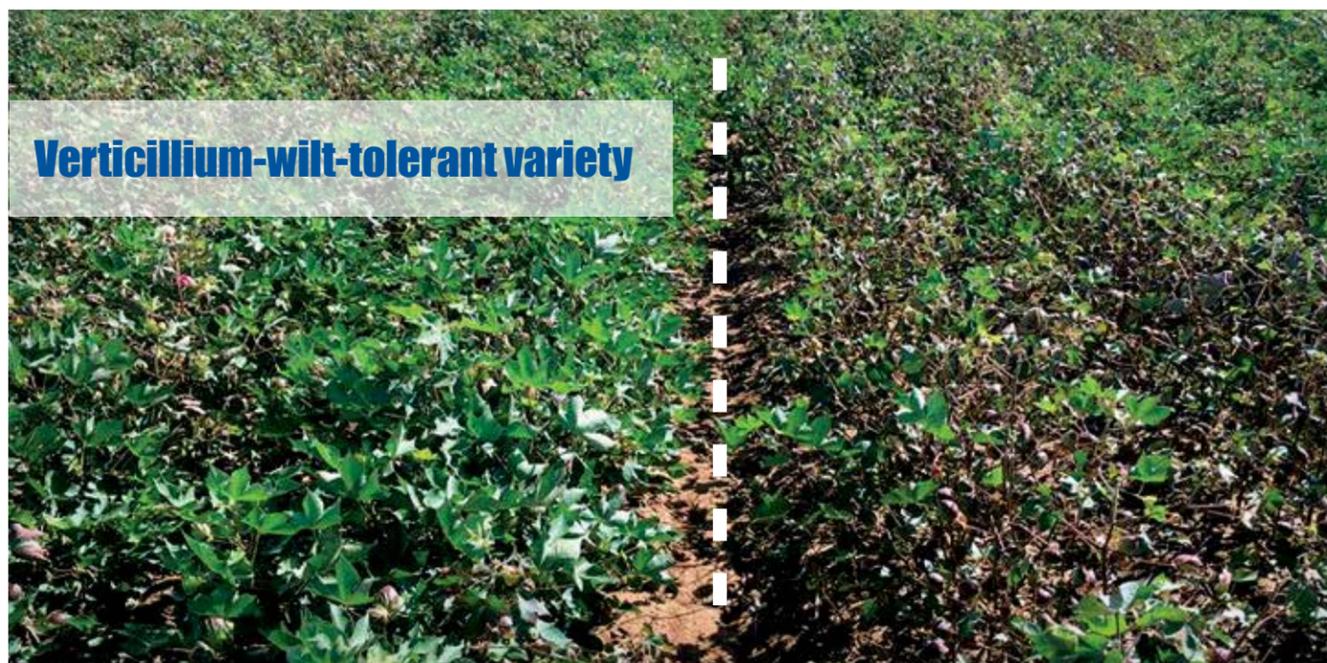
“We are developing multiple genes that make each native trait less likely to develop resistance and to provide a longer lifespan of the trait. For example, starting with new releases in 2018, many more PhytoGen brand varieties will carry both RKN genes, providing better tolerance to RKN pressure,” Pellow says.

Now with the latest technology

All new PhytoGen® brand varieties also contain the first three-gene insect trait technology – WideStrike® 3 *Insect Protection* – which offers improved protection against cotton bollworm.

PhytoGen cottonseed with the new Enlist™ cotton trait provides tolerance to Enlist Duo® herbicide – a combination of new 2,4-D choline and glyphosate – as well as to glufosinate, to help eliminate tough-to-control and resistant weeds.

“We’re very excited about the future at PhytoGen. Not only do we annually advance yield and fiber quality, we are not aware of any companies advancing this many traits for yield protection,” Pellow says.



Under extreme verticillium wilt pressure, PhytoGen® brand PHY 243 WRF (left) outperformed the susceptible variety (right) by 526 pounds in the PhytoGen breeding trial near Halfway, Texas. Growers can choose from 10 PhytoGen® brand varieties that provide good-to-excellent verticillium wilt tolerance.

PhytoGen introduces new cash-back rewards program



It’s already been a remarkable year for PhytoGen. In addition to launching a full portfolio of new PhytoGen® brand varieties with the Enlist™ cotton trait, PhytoGen

introduced cotton growers to PhytoGen Residual Rewards, a new cash-back program.

“PhytoGen is partnering with Dow AgroSciences crop protection, Syngenta crop protection and Valent USA. The program rewards growers for purchasing leading cotton crop protection products used on PhytoGen cottonseed acres,” says Hank King, U.S. leader, PhytoGen cottonseed.

Cotton producers are automatically enrolled in PhytoGen Residual Rewards when they purchase their first bag of PhytoGen cottonseed containing a qualifying trait and at least one qualifying crop protection product. To maximize cash rebates, growers should follow a recommended pre-, post- and/or in-season cotton herbicide program.

For more information, growers are urged to contact their local dealer or PhytoGen sales representative, or go to PhytoGenResidualRewards.com.

New PhytoGen.com more user-friendly



For more about yield protection traits available from PhytoGen, growers can access PhytoGen.com, newly optimized for computers, smartphones and tablets. The



Becoming a member is easy!

Join Best Yielder Club today to earn rewards throughout the year. Visit MyBestYielder.com, complete the form and tell us why you choose to plant PhytoGen® cottonseed this year. We’d love to hear from our BYC members on the PhytoGen Facebook page – facebook.com/PhytoGenYields – or on Twitter [@PhytoGenCotton](https://twitter.com/PhytoGenCotton).



website has been redesigned to be more accessible and useful for cotton producers.

In-depth performance results of PhytoGen® brand varieties, as well as geographic-specific variety information, are now available online. Growers also will find more detailed agronomic tips on the newly redesigned PhytoGen site.

Producers also can learn more about the new cash-back rewards program, PhytoGen Residual Rewards and enter the Best Yielder Club for prizes.