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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.

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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](mailto:info@dow.com) or visit our website at [PhytoGen.com](http://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 WEST TEXAS

VOLUME 11, ISSUE 3

## West Texas producer works smarter with new technology

When it comes to adopting new technology, cotton producer Mike Goss openly embraces the opportunity to work smarter. As a recent adopter of PhytoGen® cottonseed on the Texas High Plains, Goss has seen tremendous results.

“The seed vigor is great, and the yield and quality are both very good,” says Goss. “I am very, very pleased so far.”

The 2016 season was Goss’ second year growing PhytoGen brand varieties PHY 333 WRF and PHY 312 WRF on his 2,350 acres in Swisher County. Prior to dedicating 2016 acreage to PhytoGen, Goss had participated in PhytoGen Innovation Plots to determine which varieties – PhytoGen or otherwise – were best for his farm.

Goss saw yields of 3 to 3.5 bales per acre with PhytoGen cottonseed.

“PhytoGen seems to fit more broad spectrum and is producing better yields, even on my historically less-productive acres,” Goss says.

Like many producers in West Texas, weed control is a big issue for Goss.

“A lot of people have pulled their cotton acres back because of weed pressure. Our weed pressure is there, but it isn’t as bad as some cotton-on-cotton acres. We have a good rotation, and we’ve found a good rhythm with our rotation and irrigation,” he says.

Goss looks forward to growing PhytoGen® brand varieties with the Enlist™ cotton trait this year and the flexibility this will bring to his weed management program.

“If I can get all the weeds under control in a timely manner, we should be more efficient and productive,” Goss says.



Tulia, Texas, cotton grower Mike Goss reports PhytoGen® brand varieties are very hardy with outstanding seedling vigor and good durability. He says he’s been impressed with the “extremely better” emergence when compared to competitors. Goss also has experienced outstanding yield and quality from PhytoGen.

## 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.

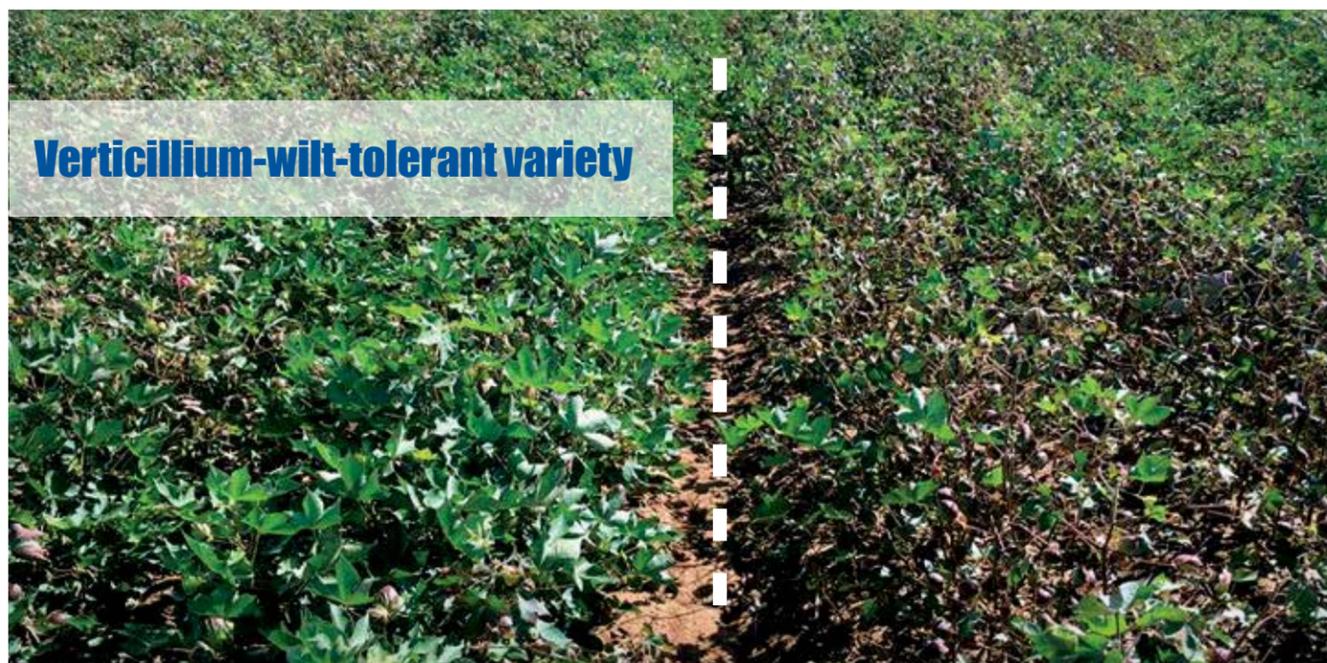
“We are developing multiple genes that make each native trait less likely to develop resistance and to provide a longer lifespan of the trait. For example, starting with new releases in 2018, many more PhytoGen brand varieties will carry both RKN genes, providing better tolerance to RKN pressure,” Pellow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

### New PhytoGen.com more user-friendly



For more about yield protection traits available from PhytoGen, growers can access [PhytoGen.com](http://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](http://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](https://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.