



**Soybean Growers Gain Three Ways to Receive Localized Aphid Alerts
Leverage 2.7 insecticide sponsors free alerts via Web site, text and voice**

Bayer CropScience



RESEARCH TRIANGLE PARK, N.C. (April 16, 2009) – Soybean aphids have rapid reproduction and colonization rates that can cause them to boom from one to 5,000 on a single plant in as little as five weeks, according to the University of Minnesota Extension Web site. Moreover, in favorable temperatures, generally near the high70s to low 80s, populations can double in as little as two days.

With populations able to increase so rapidly, growers, in turn, need rapid awareness as populations near economic threshold. AphidAlert.com is one way growers can keep up with the latest information on aphids and other insects. In addition, growers can sign up to receive free localized alerts when aphids hit in their area.

“The Web site was created to give growers a one-stop shop for information on background, scouting and treatment for aphids,” said Steve Olson, Bayer CropScience insecticide product manager. “They can also sign up to receive a free alert via text message, e-mail or voice alert, when aphid populations are increasing in their area.”

The alerts, powered by Commodity UpdateSM provide growers a warning that aphids are on the rise, which is a sure sign that it is a smart time to scout fields and consider an insecticide to protect soybean yields.

Leverage[®] 2.7 insecticide from Bayer CropScience provides top-notch protection with two modes of action.

“Leverage 2.7 protects against both sucking and chewing pests,” Olson explained. “Additionally, it delivers fast pest knockdown and residual control. With just one spray, soybean plants are protected.”

In addition to aphids, Leverage 2.7 helps protect soybean yields by providing control against yield-robbing pests, including bean leaf beetle, Japanese beetle, stink bugs and whiteflies.

Growers can sign up to receive aphid alerts at AphidAlert.com or text* the word APHID with their ZIP code to 46786.

For more information on how Leverage 2.7 makes bugs die, plants thrive and yields rise, talk to your local Bayer CropScience representative or visit www.BayerCropScienceUS.com.

*Standard text messaging rates apply.

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About Commodity Update

Commodity Update is the leading provider of agricultural information to mobile phones. The company delivers critical commodity market data and other information to the end users' mobile phone, or other handheld device, in order to arm decision makers with information that is on target — in the field or anywhere. Commodity Update serves producers throughout the United States and does so in conjunction with the finest organizations in the Ag industry.

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