



**Cotton Product Update:
Bayer CropScience's Cotton Seed Varieties Retain Market Share Lead**

Oct. 7, 2008

Source: Bayer CropScience news release

Bayer CropScience cotton seed brands FiberMax(R) and Stoneville(R) are planted on the largest share of U.S. cotton acres for a second consecutive year. Growers continue to plant these varieties for the high yield and fiber quality potential delivered by these leading brands.

With their combined share of total planted acres at 46.9 percent according to the recent USDA acreage report, FiberMax, Stoneville and AFD(TM) cotton seed brands represent 32.2 percent, 14.2 percent and 0.5 percent of the total U.S. share, respectively. The report, "Cotton Varieties Planted - 2008 Crop," is issued each September by the USDA's Agricultural Marketing Service Cotton Program division in Memphis.

For a fifth consecutive year, FiberMax ranks as the second most planted brand of cottonseed across the Cotton Belt. In 2008, FiberMax increased its percent of acreage share by 2.9 percent from 2007, which marks the 10th consecutive year for growth.

"We attribute the continued growth for FiberMax varieties directly to the fact that we are providing growers with the latest trait technologies in germplasm that consistently deliver high yield with excellent quality that results in good profit potential," said Jeff Brehmer, U.S. FiberMax and Stoneville marketing manager. "Our new varieties join a portfolio of products that fit individuals' growing areas and often bring premiums for growers."

Stoneville also experienced a slight increase in market share, and is the third most planted brand of cottonseed across the Cotton Belt. Growers recognize the value of planting these varieties for their early season vigor and rapid stand establishment, which leads to higher yield and profit potential.

Three of the top seven most widely planted varieties in 2008 are Bayer CropScience varieties. ST 4554B2RF was the most widely planted Bollgard II/Roundup Ready Flex variety across the Cotton Belt among all cottonseed brands for a third consecutive year. FM 9058F was the most widely planted Roundup Ready Flex variety and FM 9063B2F was the second most widely planted Bollgard II/Roundup Ready Flex variety. These three varieties account for 24 percent of all U.S. planted acres.

"Bayer CropScience is a market leader in the Bollgard II/Roundup Ready Flex markets, and growers are having good success with these leading varieties," Brehmer said. "Over the next several years, Bayer CropScience will expand the trait options available in our cottonseed brands. Cotton growers will have new options for weed and insect control and resistance management with multiple proprietary herbicide-tolerant and insect-resistant traits from Bayer CropScience."

In 2009, Bayer CropScience is evaluating more than one dozen new varieties, which will include LibertyLink(R)/Bollgard II, Bollgard II/Roundup Ready Flex, a new proprietary herbicide-tolerant trait and full-season offerings.

FiberMax LibertyLink varieties provide an excellent means for growers to rotate nonselective

herbicides to effectively manage weed resistance and preserve the utility of herbicide-tolerant technologies. Ignite(R) herbicide and the LibertyLink trait is the only nonselective alternative to glyphosate-tolerant systems.