

# Take Back Your Fields



Tarnished plant bugs and thrips species have become some of the most economically detrimental pests in U.S. cotton farming.<sup>1</sup> ThryvOn<sup>™</sup> Technology will be the industry's first biotechnology trait that will provide season-long protection to the whole plant against tarnished plant bugs and thrips species.<sup>2</sup>

# The ThryvOn<sup>™</sup> Technology Difference

Its simple, easy, built-in trait technology will help protect cotton and may **reduce insecticide applications for tarnished plant bugs and thrips species,** providing more management flexibility.



#### Stoneville, MS 2017 Yield Trial

Weekly = season-long control | 2X Threshold = double current recommendation | Threshold = current recommendation | Unsprayed = no chemical insecticide treatment applied John Corbin. Mississippi State University graduate student under the direction of Dr. Jeff Gore and Dr. Angus Catchot

#### **Thrips Trial - No Foliar Insecticide Applied**



ThryvOn<sup>™</sup> Technology will allow for season-long protection against yieldrobbing pests — supporting healthier plants and improved yield potential.

Both comparisons were treated with Acceleron® Seed Applied Solutions - Standard Location: The University of Tennessee - West Tennessee Research and Education Center. Photo taken by internal Bayer employee, 2019

ThryvOn<sup>™</sup> Technology is not currently available for commercial sale or commercial planting. Commercialization is dependent on multiple factors, including the successful conclusion of the regulatory process. ThryvOn<sup>™</sup> Technology may not be registered in all states. Check with your state pesticide regulatory agency for the registration status in your state.

# Protect Your Investment

Bolls sampled for tarnished plant bug injury showed ThryvOn<sup>™</sup> Technology can help protect yield.



Stewart Scott and Graham Scott Evaluation of a New Bt Toxin Cry51Aa2, for Control of Thrips and Plant Bugs in Cotton, 2019

ThryvOn™ Technology

# Control That's Stacked in Your Favor

Bollgard<sup>®</sup> 3 ThryvOn<sup>™</sup> cotton with XtendFlex<sup>®</sup> Technology will provide more flexibility and benefits to growers:



- More options against tough-to-control and resistant weeds like Palmer amaranth, waterhemp and marestail, with tolerance to three herbicides: glyphosate, dicamba and glufosinate.
- An even broader spectrum of insect protection against bollworm, tobacco budworm, tarnished plant bugs, thrips species<sup>2</sup> and other common worm pests, translating into less damage to cotton and potentially fewer sprays.



# Peace of Mind for Cotton to Thrive

Designed to provide season-long protection for the whole plant, ThryvOn<sup>™</sup> Technology will help protect your cotton crop. It will be the new defense against tarnished plant bugs and thrips species<sup>2</sup> - for healthy cotton that thrives.

ThryvOn<sup>™</sup> Technology is not currently available for commercial sale or commercial planting. Commercialization is dependent on multiple factors, including the successful conclusion of the regulatory process. ThryvOn™ Technology may not be registered in all states. Check with your state pesticide regulatory agency for the registration status in vour state.

ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS. It is a violation of federal and state law to use any pesticide product other than in accordance with its labeling. NOT ALL formulations of dicamba, glyphosate or glufosinate are approved for in-crop use with cotton with XtendFlex® Technology. ONLY USE FORMULATIONS THAT ARE SPECIFICALLY LABELED FOR SUCH USES AND APPROVED FOR SUCH USE IN THE STATE OF APPLICATION. Contact the U.S. EPA and your state pesticide regulatory agency with any questions about the approval status of dicamba herbicide products for in-crop use with Roundup Ready 2 Xtend® soybeans or cotton with XtendFlex® Technology.

FOR COTTON, EACH ACCELERON® SEED APPLIED SOLUTIONS OFFERING is a combination of separate individually registered products containing the active ingredients: STANDARD Offering: metalaxyl, fluxapyroxad, pyraclostrobin, myclobutanil and imidacloprid.

The distribution, sale, or use of an unregistered pesticide is a violation of federal and/or state law and is strictly prohibited. Not all products are approved in all states.

B.t. products may not yet be registered in all states. Check with your seed brand representative for the registration status in your state

Performance may vary, from location to location and from year to year, as local growing, soil and weather conditions may vary. Growers should evaluate data from multiple locations and years whenever possible and should consider the impacts of these conditions on the grower's fields

Cotton with XtendFlex® Technology contains genes that confer tolerance to glyphosate, glufosinate and dicamba. Glyphosate will kill crops that are not tolerant to glyphosate. Dicamba will kill crops that are not tolerant to dicamba. Glufosinate will kill crops that are not tolerant to glufosinate. Contact your seed brand dealer or refer to the Monsanto Technology Use Guide for recommended weed control programs

Insect control technology provided by Vip3A is utilized under license from Syngenta Crop Protection AG. LibertyLink® and the Water Droplet Design®, Poncho® and VOTIVO® are trademarks of BASF Corporation. Acceleron®, Bollgard®, Respect the Refuge and Cotton Design®, ThryvOn™ and XtendFlex® are trademarks of Bayer Group. ©2020 Bayer Group. All rights reserved.







America's Cotton Producers and Importers, Cotton Incorporated (Nov. 11, 2019). Cotton Entomology Research. Retrieved from http://www.cottoninc.com <sup>2</sup> ThryvOn Technology has proven protection against tobacco thrips (Frankliniella fusca); Western flower thrips (Frankliniella occidentalis); tarnished plant bug (Lygus hesperus); and the Western Tarnished Plant bug (Lygus lineolaris) 3 Non-tarnished plant bugs and non-thrips-traited cotton