

# NEW ONLINE TOOL PROMPTS FARMERS TO TAKE A CLOSER LOOK AT WEED-MANAGEMENT PRACTICES



*Take a closer look at the effectiveness of your weed-management practices by logging on to [www.weedtool.com](http://www.weedtool.com).*

Since its launch in late March 2007, farmers from across the Corn Belt are visiting [www.weedtool.com](http://www.weedtool.com)

to take a closer look at their weed-management practices. Created to help farmers gauge the risk of developing glyphosate-resistant weeds, the one-of-a-kind online weed-resistance risk-assessment tool offers best farming practices to manage those risks without limiting yield potential.

Steve Fricke of Freeport, Illinois, says he found the tool to be thought-provoking. "It made me take a closer look at what I was doing with my Roundup® applications and to take a closer look at my overall practices," explains Fricke. "I may change some of my practices, and, since I use a custom applicator and crop consultant, I will definitely be talking to them about how we determine rate and timing."

Since its launch, hundreds of farmers like Fricke have logged on to [www.weedtool.com](http://www.weedtool.com). After answering 10 brief field-related questions, users are assigned a risk-rating score. Then, their three highest-scoring questions are focused on with corresponding best farming practices designed to help lower their weed-resistance development risk. They can also review and print best practices for all 10 questions. In addition to the situation-specific recommendations, users have access to weed-management guides for tough-to-control weeds, academic weed-resistance tip boxes and other university weed specialist articles.

"I think despite all the talk of resistance problems, Roundup is an absolutely incredible tool for weed control," says Daryl Bridenbaugh of Pandora, Ohio. "My only hope is that farmers work to use it correctly so that it remains an effective tool for everyone. Roundup's effectiveness needs to be preserved by education of its users, and I found [www.weedtool.com](http://www.weedtool.com) to be a good resource for that education."

The Web-based tool was created by Monsanto in cooperation with seven leading universities for growers who use Roundup Ready® weed-control technology. In addition to growers, [www.weedtool.com](http://www.weedtool.com) serves seed and chemistry dealers, crop consultants and university extension personnel. It is the first interactive risk-assessment component of Monsanto's overall glyphosate stewardship plan. Monsanto continually evaluates its recommendations for effective weed control and provides alternate weed-control recommendations to control tough or resistant weeds. Monsanto also sponsors extensive research, often working through partnerships with university cooperators, on weed resistance, and the company develops best management practices for different cropping systems.

"With Roundup Ready technology established as the foundation for weed control in soybeans, cotton, canola and corn, we want to ensure growers are confident they can enjoy the benefits of the technology year after year and minimize the risk of developing weed resistance to glyphosate," says Dr. Rick Cole, Monsanto Corn Technology Development Manager. "It is our hope that more farmers visit this informative Web-based risk-assessment program to help them obtain practical weed-management options when utilizing glyphosate technology."

Always read and follow pesticide label directions. Roundup Ready® crops contain genes that confer tolerance to glyphosate, the active ingredient in Roundup® agricultural herbicides. Roundup agricultural herbicides will kill crops that are not glyphosate tolerant. Monsanto imagine® and the Vine Design, Roundup® and Roundup Ready® are registered trademarks of Monsanto Technology LLC. ©2007 Monsanto Company. [31730-45 TSN JP 9/28/07]

MONSANTO  
imagine®

