



Soybeans

Think Burrus

Would you like to join Burrus on a winter get away destination? Kevin and Gayle Casner enjoyed their trip to Cancun, Mexico with the Burrus group. Talk to us about joining a great group of farm folks in January/February 2013.



Benefits of New Seed –

Growers can earn increased **convenience, economics, warranty benefits and new innovations** by utilizing new soybean seed each planting season.

Convenience comes in the form of higher quality products vs. bin-run beans. Growers also get the higher quality standards of the seed company along with access to the most elite germplasm. New seed is professionally handled, rigorously tested and is also weed free.

Economic benefits include higher average yields than bin-run beans. New seed yields an average of 1.8 bu/acre more than bin-run. University trials range from 1.2 bushel to 5.9 bushel/acre increase from new seed. With new seed, you avoid the traditional 10-15% average cleanout loss that is associated with bin-run seed.

Limited warranty benefits include things such as dealer service before and after the sale along with agronomic support throughout the growing season and valuable replant offers. New innovations are founded with royalties providing research and development of new traits and higher yielding germplasm.

Burrus/Hoblit/Hughes Endorses No Save Seed Policy On Patented Traits or Seeds

- Seeds containing the Roundup Ready® trait are protected under numerous US patents. It is unlawful to save Roundup Ready soybeans for planting or transfer to others for use as planting seed.
- It is also unlawful to save patented germplasm (varieties) for planting or to transfer to others for use as planting.

Seed Piracy–

Seeds containing the Roundup Ready trait are protected under numerous United States patents, including Patent No. RE39.247. It is unlawful to save Roundup Ready Soybeans for planting or transfer to others for use as planting seed. Don't take chances with your crop, order your high-quality Power Plus, Hoblit or Hughes soybeans today. Planting saved patented seeds is illegal and places your farm operator at risk.

Beyond the Seed –

Beyond the Seed is a program launched by the American Seed Trade Association (ASTA) to raise awareness and understanding of the value that goes beyond the seed. The future success of U.S. agriculture depends upon quality seed delivered by an industry commitment to bring innovation and performance through continued investment. For more information about seed technology, visit ASTA's Beyond the Seed Program at www.beyondtheseed.org.

Preserving Herbicide Technology

Respect the Rotation™ is an initiative to elevate importance and improve grower adoption of herbicide diversity through the rotation of crops, traits and herbicide classes.

Rotate crops.

Crop rotation provides opportunity for herbicide diversity.

Rotate herbicide-tolerant traits.

Alternate herbicide-tolerant traits or use of herbicide tolerant stacks for more efficient rotation of both nonselective and selective herbicides.

Rotate modes of action.

Rotate modes of action (MOA) and use multiple MOA to reduce the selection pressure caused by overusing a single MOA.

Which Soybean Variety is Right for Your Farm?

Brands	Maturity	SCN	Emergence	Standability	PRR	BSR	SDS	White mold	Canopy width	Plant Ht.	Lt. Soils	Pubescence
Hughes Brand 201	2.1	NA	8	9	7	10	NA	8	7	8	8	L. Tawny
Power Plus® 23Z1™*	2.3	PI 88788	10	10	7	5	6	6	6	8	5	L. Tawny
Hughes Brand 454RR	2.4	NA	9	9	8	10	NA	8	7	8	7	L. Tawny
Hughes Brand 555RR	2.5	PI 88788	9	9	7	8	8	7	7	8	7	L. Tawny
Power Plus® 26W2™*	2.6	Peking	9	9	4	7	6	4	7	6	5	L. Tawny
Hughes Brand 777RR	2.7	PI 88788	8	9	8	8	8	6	8	9	8	L. Tawny
Power Plus® 28J0™*	2.8	PI 88788	9	9	5	4	7	5	7	7	6	L. Tawny
Power Plus® 28V2™*	2.8	PI 88788	9	9	5	10	7	5	7	8	8	L. Tawny
Power Plus® 32K0™*	3.2	PI 88788	9	9	6	4	6	5	7	9	7	L. Tawny
Hoblit Brand HB342	3.4	PI 88788	9	9	5	7	7	5	8	9	8	L. Tawny
Power Plus® 34B9™*	3.4	PI 88788	9	9	6	6	8	5	7	8	7	L. Tawny
Power Plus® 36CO™*	3.6	PI 88788	10	10	5	NA	8	NA	7	6	5	L. Tawny
Hoblit Brand HB36P2	3.6	PI 88788	9	9	5	6	7	6	7	7	5	L. Tawny
Hoblit Brand HB372LL	3.7	NA	9	9	6	NA	7	5	7	6	7	Gray
Power Plus® 37T1™*	3.7	PI 88788	9	9	6	NA	7	NA	8	6	5	L. Tawny
Power Plus® 38D2	3.8	PI 88788	9	9	6	NA	7	NA	7	7	8	L. Tawny
Power Plus® 40V1™*	4.0	PI 88788	10	10	5	NA	8	NA	7	7	7	L. Tawny
Hoblit Brand HB412LL	4.1	NA	9	9	5	NA	6	6	7	8	8	L. Tawny
Power Plus® 41F9™*	4.1	PI 88788	10	10	6	NA	8	NA	7	9	8	L. Tawny
Power Plus® 43D1™*	4.3	PI 88788	10	10	7	NA	7	NA	7	4	5*	L. Tawny

For 2012 Burrus will market both Hoblit, Hughes and Power Plus® brand soybeans on a seed count basis.

- Each soybean unit will contain 140,000 seed count
- Seed count will mean more accurate ordering.
- Will encourage growers to plant the best beans rather than just those with a high seed count per pound.
- Packaging will be in individual units, 45 unit E-Z Load boxes or Jumbo bags.

Power Shield™ seed treatment allows growers to reduce seeding rates. We will be competing with treated Roundup Ready 2 Yield® beans. We don't want to be "out treated" by a competitor having a comparison with our untreated beans compared to their treated beans. We offer Power Shield™ seed treatment as an option on Hoblit brand soybeans in 2012.

While we plan to continue offering untreated Hoblit brand beans, we do not recommend they be planted head to head with the fully treated competitive brands. In addition, to qualify for the new Burrus 100% Free replant offer on seed corn and soybeans a grower must buy Power Shield™ seed treatment on 90% of their soybeans.

We are also extremely excited about our ability to access germplasm and traits from many sources. Today, we get to test them in our system which emphasizes stress soils besides the flat black ground. We will continue to select products that fit our geography and bring outstanding value to our customers. This is part of the reason Burrus has won the war for decades and are pleased to continue with our core strategies in soybeans as well as seed corn.

Roundup Ready® Soybeans contain in-plant tolerance to Roundup® brand herbicides, enabling growers to spray labeled brands for Roundup® over the top, from emergence throughout flowering, for superior weed control, excellent crop safety and maximum yield potential. Since they were first introduced several years ago, Roundup Ready® soybeans have shown consistent and reliable performance. Outstanding yields and reduced input costs mean that Roundup Ready® soybeans, used in a Roundup Ready® system, offer growers more profit opportunities than conventional soybeans.



Bean Variety Characteristics

Ratings: 10 = Best, 1 = Poorest

SCN Ratings: Resistant, MR = Medium Resistant

NA: Not Available

*Narrow rows best in light soils.

*Power Plus® Brand is distributed by Burrus



Burrus®, Hoblit® and Hughes® are registered trademarks of Burrus.
 *Power Plus® brand seed is distributed by Burrus.
 *Power Plus is a registered trademark of Pioneer Hi-Bred.
 Optimum® AcreMax® 1 and Optimum® AcreMax® RW insect protection products available in the Power Plus® brand.



Roundup Ready® Soybeans

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2012 Soybean Lineup

Hughes 201 MATURITY 2.1



- Comes from a good family
- Early yield power
- Very good White Mold Score
- BSR resistant
- Widely adapted

Emergence	8
Standability	9
SDS	NA

23Z1™* brand MATURITY 2.3



- Great yield potential for Northern Illinois
- Very good SCN race 3 resistance
- Multi-race Phytophthora resistance (Rps1c)
- Moderate SDS resistance
- Relatively tall with medium canopy width
- Good on any soil type

Emergence	10
Standability	10
SDS	6

Hughes 454 MATURITY 2.5



- Well suited for varied soils
- White mold tolerance is very good
- Very good with Brown Stem Rot tolerance
- Medium-tall with good standability
- Can handle all row widths
- Very good Phytophthora resistance

Emergence	9
Standability	9
SDS	NA

Hughes 555RR MATURITY 2.5



- Very showy appearance
- Tremendous performance
- Cyst resistance is very good
- Excellent agronomics
- Best choice for stress-prone areas
- Very good agronomically

Emergence	9
Standability	9
SDS	8

26W2™* brand MATURITY 2.6



- Excellent SCN race 3 resistance
- Multi-race Phytophthora resistance (Rps1c)
- Very good Sudden Death Syndrome field tolerance
- Excellent field emergence
- Good harvest standability

Emergence	9
Standability	9
SDS	6

Hughes 777RR MATURITY 2.7



- Good disease package
- Excellent yielding variety
- Phytophthora resistance (Rps1c)
- Cyst resistance is excellent
- Can handle all row width systems
- This big line will stand well for harvest

Emergence	8
Standability	9
SDS	8



28V2™* brand POWER PLUS MATURITY 2.8

- “Good as gold!”
- Tremendous yield punch with above average plant height
- Very good SCN races 3 and 14 resistance
- Multi-race Phytophthora resistance (Rps1k)
- Average charcoal rot ratings
- Outstanding brown stem rot ratings
- Above average tolerance to aphids
- Excellent harvest standability



Emergence	9
Standability	9
SDS	7

28J0™* brand POWER PLUS MATURITY 2.8

- Offensive yields for Illinois and Iowa
- Very good SCN race 3 resistance
- Good iron deficiency chlorosis tolerance
- Very good Sudden Death Syndrome field tolerance
- Excellent shattering resistance
- Good southern movement for maturity

Emergence	9
Standability	9
SDS	7

32K0™* brand POWER PLUS MATURITY 3.2

- Very good soybean aphid antibiosis
- Multi-race Phytophthora resistance (Rps1k)
- Good Sudden Death Syndrome field tolerance
- Above average frogeye leaf spot tolerance
- Outstanding SCN race 3 resistance
- Taller plant height will provide an edge in stress environments

Emergence	9
Standability	9
SDS	6

34B9™* brand POWER PLUS MATURITY 3.4

- Very good SCN race 3 resistance
- Very good Sudden Death Syndrome field tolerance
- Excellent harvest standability
- Moderate tolerance to the charcoal rot/drought complex
- Excellent shattering resistance
- Versatile product that will perform well across environments

Emergence	9
Standability	9
SDS	8

Hoblit 342NRR MATURITY 3.4



- Top yields
- SCN Resistant (PI 88788)
- Phytophthora resistance (Rps1c)
- Brown Stem Rot resistant
- Great SDS score
- Excellent frogeye and charcoal rot resistance

Emergence	9
Standability	9
SDS	7

Hoblit HB36P2 MATURITY 3.6

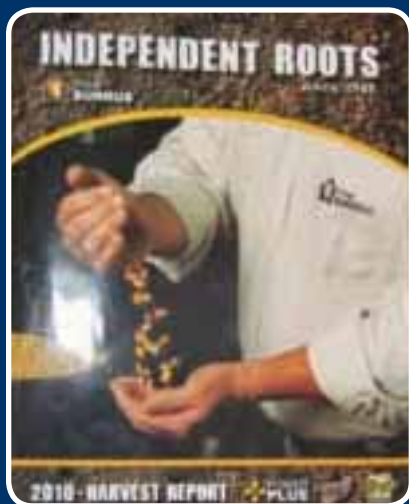


- Top performer in multi-year testing
- Excels on high producing soils
- Medium plant height and canopy width
- Good SCN race 3 resistance
- Excellent harvest standability
- Light soil rating 5

Emergence	9
Standability	9
SDS	7

Burrus®, Hoblit® and Hughes® are registered trademarks of Burrus.
 *Power Plus® brand seed is distributed by Burrus.
 ®Power Plus is a registered trademark of Pioneer Hi-Bred.
 Optimum® AcreMax® 1 and Optimum® AcreMax® RW insect protection products available in the Power Plus® brand.





Look for the Harvest Report this fall

We are known for our one-of-a-kind Harvest Report that summarizes the year, yields, pests, and products. It's widely recognized by growers as the most comprehensive compilation of data and agronomic topics produced because of our commitment to customer education and satisfaction. Be watching for this year's edition. Experience our performance advantage!

36C0™* brand POWER PLUS MATURITY 3.6



- Multi-race phytophthora resistance (Rps1k)
- Very good SCN race 3 resistance
- Moderate iron deficiency chlorosis tolerance
- Very good Sudden Death Syndrome field tolerance
- Outstanding frog-eye leaf spot tolerance
- Excellent harvest standability

Emergence	10
Standability	10
SDS	8

37T1™* brand POWER PLUS MATURITY 3.7




- Great companion to 36C0™*
- Lighter soils need narrow rows
- Very good SCN race 3 resistance
- Multi-race Phytophthora resistance (Rps1K)
- Good Sudden Death Syndrome field tolerance
- Good field emergence
- Good harvest standability

Emergence	9
Standability	9
SDS	7

38D2™* brand POWER PLUS MATURITY 3.8



- Very stable performance across locations  *Exclusively treated
- Excellent field emergence scores
- Slightly above average plant height and canopy width
- Outstanding SCN race 3 resistance
- Multi-race Phytophthora resistance (Rps1k)
- Very good shattering resistance
- Excellent harvest standability

Emergence	9
Standability	9
SDS	8

40V1™* brand POWER PLUS MATURITY 4.0



- Fantastic yield potential
- Very good SCN race 3 resistance
- Above average height for lighter soils
- Good Sudden Death Syndrome field tolerance
- Excellent field emergence
- Excellent harvest standability

Emergence	10
Standability	10
SDS	8

41F9™* brand POWER PLUS MATURITY 4.1



- Excellent choice for challenging soils in Southern Illinois and Missouri
- Very good resistance to SCN race 3
- Multi-race Phytophthora resistance (Rps1k)
- Very good Sudden Death Syndrome field tolerance
- Very good frog-eye leaf spot tolerance
- Above average tolerance to the charcoal rot/drought complex
- Excellent field emergence

Emergence	10
Standability	10
SDS	8

43D1™* brand POWER PLUS MATURITY 4.3



- Short stature for maturity 
- Narrow rows are best for light soils or doublecropping
- Great in river bottoms
- Good SCN race 3 resistance and SDS tolerance
- Very good Phytophthora field tolerance
- Excellent field emergence
- Excellent harvest standability

Emergence	10
Standability	10
SDS	7

Stewardship of your land before you get resistant weeds!

Ignite Herbicide

Ignite® herbicide provides growers cost-effective, nonselective, postemergence weed management in days vs. weeks, across all LibertyLink® crops including corn, soybeans, cotton and canola. Ignite delivers powerful control of broadleaf and grass weeds, including weeds resistant to glyphosate and multiple herbicide classes. Additionally, Ignite can be applied as a burndown treatment prior to planting or prior to emergence of any soybean, cotton, corn, canola, or sugar beet crop. It is a valuable tool prior to emergence of glyphosate-tolerant crops to provide a clean start, free of tough-to-control or resistant weeds.

Roundup Ready® is a registered trademark of Monsanto Technology LLC. Ignite and Liberty are registered trademarks of Bayer.

LibertyLink® Soybeans



LibertyLink® soybeans with Ignite® herbicide enables growers to effectively avoid or manage weed resistance as the only nonselective alternative to glyphosate-tolerant systems. LibertyLink soybean varieties combine elite genetics and excellent crop safety with built-in tolerance to the powerful, postemergence weed control of Ignite. High-yielding LibertyLink soybean varieties are available in a range of maturities.

Ignite herbicide applied over the top of LibertyLink soybean varieties provides cost-effective, nonselective postemergence control of broadleaf and grass weeds, including weeds resistant to glyphosate and multiple herbicide classes.

Bayer CropScience LP, 2 T.W. Alexander Drive, Research Triangle Park, NC 27709. Always read and follow label instructions. Bayer, the Bayer Cross, Ignite, LibertyLink and the Water Droplet Design are registered trademarks of Bayer. Ignite is not registered in all states. For additional product information call toll-free 1-866-99-BAYER (1-866-992-2937) or visit our website at www.BayerCropScience.us. Seed products with the LibertyLink (LL) trait are resistant to the herbicide glufosinate ammonium, an alternative to glyphosate, and combine high-yielding genetics with the powerful, non-selective, postemergent weed control of Ignite herbicide for optimum yield and excellent weed control.

LibertyLink Patent Statement

Soybean seeds containing the LibertyLink® trait are protected under multiple United States patents and may be planted only to produce one (1) commercial crop and only after signing a Grower Trait License agreement. It is illegal to save or catch soybean seeds containing the LibertyLink trait for use as planting seed or for transfer to others for use as planting seed.

Hoblit 372LL
MATURITY 3.7

LIBERTY LINK
IGNITE® HERBICIDE TOLERANT

- ❑ Consistently high yields
- ❑ Taller plant type with good branching
- ❑ Very good SDS tolerance
- ❑ Good lodging and shattering scores
- ❑ Very good Phytophthora scores with k gene
- ❑ Will work in areas where weed resistance is a problem



Emergence	9
Standability	9
SDS	7

Hoblit 412LL
MATURITY 4.1

LIBERTY LINK
IGNITE® HERBICIDE TOLERANT

- ❑ Very high yield potential
- ❑ Tall plant type with good branching
- ❑ Very good SDS tolerance
- ❑ Good lodging and shattering scores
- ❑ Excellent frog-eye and good SCN scores
- ❑ Will work in areas where weed resistance is a problem



Emergence	9
Standability	9
SDS	6



Corn and soybean talk meetings

Come join us for an agronomic corn and soybean talking meeting this fall. You will have the opportunity to visit with our agronomists, owners and other successful growers and have your questions answered. No canned speech for this meeting. Contact your local dealer or RSM to find out when and where you can learn honest, upfront answers to your questions that will help your operation be more profitable.

