

2011 Texas Variety Guide



DEDICATED TO COTTON. COMMITTED TO TEXAS.™



SPONSORED BY DELTAPINE

Deltapine® Offers Better Yield Potential For Texas

New Pricing Strategy Benefits Farmers

What's the most important region of the Cotton Belt when it comes to acreage and future impact on the global market?

More specifically, what state's success influences U.S. cotton's overall prospects more than any other? And when unpredictable weather hits this state, does the futures market dramatically respond?

Those are easy questions to answer even if an observer isn't familiar with cotton production in this country. Without question, all roads go through Texas in any discussion about cotton.

With that thought as a backdrop, if Texas cotton producers want additional choices for their 2011 crops, those options exist in the varieties that Deltapine® will offer to the largest cotton production state in the Belt. Many years of cotton breeding and genetics research are reaping tangible results.

In the following pages, the Deltapine lineup for Texas will offer detailed statistics and comparison data on these varieties:

- **DP 0912 B2RF**
- **DP 0920 B2RF**
- **DP 0935 B2RF**
- **DP 1032 B2RF**
- **DP 1044 B2RF**

"Through our New Product Evaluator (NPE) and testing programs, we identified genetics that perform for a specific region and management approach," says Keylon Gholston, Deltapine cotton products manager for Monsanto.

"We have also been able to identify varieties that really hit that high-end yield with good water, fertility and good management."

Customizing Variety Choices

Another way of describing Deltapine's Texas portfolio of seed varieties is that each of these



five varieties can fit a different production area of the state.

"Not only are we bringing forward new and improved genetics, but we are bringing them forward with the knowledge of how to use them," says Gholston. "The days of releasing a variety and saying that it can be adapted anywhere in the Belt are long gone. We have to release varieties that meet specific needs."

A prime example of this approach would be how DP 0912 B2RF has become an ideal fit north of Lubbock. While this variety has a tendency for high micronaire readings, it is a perfect choice for an area where producers encounter low micronaire discounts.

Two other varieties in the Class of 09 – DP 0920 B2RF and DP 0935 B2RF – are especially

adapted to East Texas and West Texas production areas.

Meanwhile, two varieties introduced as part of the Class of 10 are DP 1032 B2RF and DP 1044 B2RF. These are adapted for mid- and full-season markets across Texas and have performed well in NPE testing in the High Plains.

DP 1032 B2RF does well in high-yielding environments where there is ample water supply. Conversely, DP 1044 B2RF is more suited for dryland acres with limited water availability.

Yield Data Encouraging

Gholston is particularly excited at the variety-by-variety yield comparisons between Deltapine and its competitors.

"When you look at the numbers, it's pretty

exciting,” he says. “More importantly, Texas producers are equally enthusiastic by what they see in the performance of these new varieties.”

The continued investment in Texas remains an important priority for Monsanto and Deltapine, according to Gholston. The success of the NPE program, which gives producers a chance to test varieties in large-scale plots on their farms, has proven extremely successful.

Consequently, any Texas variety that Deltapine launches is a reflection of how well that variety performed on a producer’s farm in a NPE trial.

“We have many reasons to be optimistic going forward,” says Gholston. “And these five Texas varieties certainly give producers in the state an opportunity to maximize their profits and deliver high quality cotton to their customers.”

New Pricing Strategy

One of the most important components associated with the launch of Deltapine’s 13 new varieties during the past three years is its new pricing strategy.

During the NPE testing, it became clear that each of the varieties had a better fit in certain production environments. For example, some

were more suited to high-yield areas, while others were a better fit in mid-yield and tougher production environments.

Because of the varying performances of varieties in these environments, Deltapine worked with NPE producers to find a way where the varieties could be priced differently. The ultimate goal was to offer producers some help in sharing risks and costs.

Successful Approach

Dave Rhylander, Deltapine marketing manager, says the pricing strategy will help producers avoid planting just one variety. This approach will help them spread their risk based on what varieties will do in certain conditions.

“There has never been a financial incentive driving this behavior,” says Rhylander. “The new pricing approach actually gives producers financial incentives to find out which variety will work better for them.

“We have had good feedback on this,” he says. “Most producers think the Deltapine brand pricing strategy is a good approach. It’s all about pricing your product to the value and where it performs better.”

2011 Deltapine® Brand Prices

High-Yield Environment	Mid-Yield Environment	Dryland/Tough Environment
DP 0912 B2RF	DP 0924 B2RF	DP 174 RF
DP 1028 B2RF	DP 0949 B2RF	DP 161 B2RF
DP 1032 B2RF	DP 1034 B2RF	DP 164 B2RF
DP 1048 B2RF	DP 1133 B2RF	DP 0920 B2RF
DP 1050 B2RF	DP 1137 B2RF	DP 0935 B2RF
		DP 1044 B2RF

KEY POINTS OF DELTAPINE BRAND PRICING STRATEGY

- Deltapine products are categorized and priced based on performance potential they deliver in specific yield environments.
- This is not zone pricing on germplasm like what is done with cotton traits. The variety will be priced the same across the United States.
- Farmers planting Deltapine in Texas get 13% more seed per bag at a similar price to competitors on select varieties.

New Breeding Facility Opens In Lubbock

Monsanto opened its research megasite in Lubbock last fall, further strengthening the company’s dedication to cotton research and its commitment to Texas farmers.

The Monsanto Texas Cotton Breeding and Technology Center will provide a central point for the company’s breeding and testing programs in the High Plains region.

The facility cost \$10.5 million to build and is located on a 12.2-acre site within the Lubbock Economic Development Alliance Business Park. About 20 employees will work at the site full-time, with up to 50 temporary employees during peak season. Two other Monsanto facilities are located in Texas – the Hale Center Research Farm and the testing programs in Haskell and Corpus Christi.



Planting Refuges, Preserving Technology

Before opening a bag of seed, be sure to read, understand and accept the stewardship requirements, including applicable refuge requirements for insect resistance management, for the biotechnology traits expressed in the seed as set forth in the Monsanto Technology/Stewardship Agreement that you sign. By opening and using a bag of seed, you are reaffirming your obligation to comply with the most recent stewardship requirements.



Monsanto Company is a member of Excellence Through Stewardship® (ETS). Monsanto products are commercialized in accordance with ETS Product Launch Stewardship Guidance, and in compliance with Monsanto’s Policy for Commercialization of Biotechnology-Derived Plant Products in Commodity Crops. This product has been approved for import into key export markets with functioning regulatory systems. Any crop or material produced from this product can only be exported to, or used, processed or sold in countries where all necessary regulatory approvals have been granted. It is a violation of national and international law to move material containing biotech traits across boundaries into nations where import is not permitted. Growers should talk to their grain handler or product purchaser to confirm their buying position for this product. Excellence Through Stewardship® is a registered trademark of Biotechnology Industry Organization.

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

ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS.

Roundup Ready® crops contain genes that confer tolerance to glyphosate, the active ingredient in Roundup® brand agricultural herbicides. Roundup® brand agricultural herbicides will kill crops that are not tolerant to glyphosate. Bollgard II®, Genuity®, Genuity and Design®, Genuity Icons, Respect the Refuge and Cotton Design®, Roundup®, and Roundup Ready® are trademarks of Monsanto Technology LLC. Dedicated to Cotton. Committed to Texas™ is a trademark of Monsanto Company. ©2011 Monsanto Company. DP-11113 CF SW3-SEED GUIDE



DEDICATED TO COTTON. COMMITTED TO TEXAS™

DP 0912 B2RF

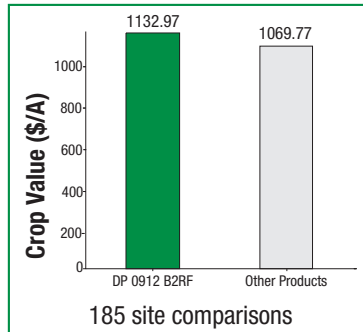
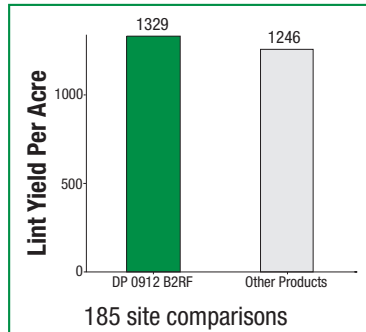


- Early maturity
- Medium plant height
- Semi-smooth leaf
- Excellent yield potential across soil types
- Excellent choice to reduce risk of low micronaire in West Texas
- Responds well to plant growth regulators
- **Target markets: Early-season markets in West Texas**

"Our DP 0912 B2RF has been phenomenal. We had some average 3 bales/acre. Even after hail damage, we had dryland corners go 2 bales/acre and that is absolutely unheard of in our area. Our crop got off to a good start and received good rainfall in the summer. We were blessed with a good crop, and I am really thankful."

Steve Olson, Plainview, Texas

Deltapine® DP 0912 B2RF vs Other Products



Key Comparisons

Cotton Region: Northern High Plains, Panhandle and Southwest Kansas, Rolling Plains, Southern High Plains

Years Examined: 2008, 2009, 2010

PRODUCTS	Crop Values \$/Crop Yield			Fiber Characteristics					
	Crop Value (\$/Acre)	Lint Yield (lbs/Acre)	Value Per lb	Staple (32nds)	Fiber Length (inches)	Fiber Strength (g/tex)	Micronaire	% Lint	% Uniformity
DELTAPINE® DP 0912 B2RF	1166.44	1361	0.8570	36	1.12	29.14	4.49	37.78	82.4
FIBERMAX® FM 9160B2RF	1092.34	1264	0.8640	37	1.17	30.2	3.9	36.4	82.81
Advantage	74.10	97	-0.0070	-1	-0.05	-1.1	0.6	1.4	-0.4
Number of Comparisons	56								
DELTAPINE DP 0912 B2RF	1088.25	1268	0.8585	36	1.11	28.14	3.95	34.63	82.0
FIBERMAX FM 9180B2RF	1018.43	1181	0.8620	37	1.15	29.5	3.8	33.2	82.13
Advantage	69.82	87	-0.0035	-1	-0.04	-1.4	0.2	1.4	-0.1
Number of Comparisons	57								

Grand Summary

Performance

Total Number of Comparisons	185
Comparisons Won by DP 0912 B2RF	126
Win Percentage for DP 0912 B2RF	68.11 %

Lint Yield Per Acre (lbs/A)

Avg. Yield of DP 0912 B2RF	1329
Avg. Yield of Others	1246
Avg. Yield Advantage for DP 0912 B2RF	83

Crop Value (\$/A)

Avg. Crop Value for DP 0912 B2RF	1132.97
Avg. Crop Value of Others	1069.77
Avg. \$ Advantage for DP 0912 B2RF	63.20

Base Price: \$0.82/lb



Data Source: Value per pound is based on \$0.82 per pound base price and discounts or premiums from the 2010 USDA - CCC Loan Chart, assuming 31 color grade and 3 leaf grade. Crop Value is lint yield times the value. Data is from available trial results in Monsanto Harvest 5.1 database as of 1/09/11.

Individual results may vary, and performance may vary from location to location and from year to year. This result may not be an indicator of results you may obtain as local growing, soil and weather conditions may vary. Growers should evaluate data from multiple locations and years whenever possible. Test Average is the grand mean of all experiment plot-level averages for the selected criteria where the check product is one of the test entries.



DEDICATED TO COTTON. COMMITTED TO TEXAS.



DP 0920 B2RF



- Early-mid maturity
- Medium plant height
- Semi-smooth leaf
- Performs well on light water to dryland conditions
- Has shown good yield stability on dryland acres
- Excellent performance in South Texas in 2010
- **Target markets: Dryland acres in Central, South and West Texas**

*"I planted **DP 0920 B2RF** at a rate of 40,000 seeds an acre on flat and heavy blackland this year. On rowed, dryland acres I averaged over two bales an acre. DP 0920 B2RF looks good all year long and responds well to treatments. It's good cotton seed."*

Gary Wendel, Wharton County, Texas



DEDICATED TO COTTON. COMMITTED TO TEXAS.



DP 0935 B2RF

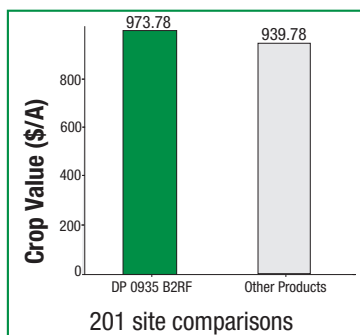
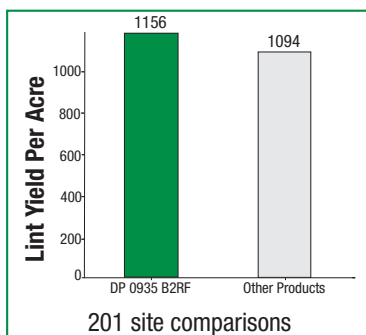


- Mid maturity
- Medium plant height
- Smooth leaf
- Excellent storm resistance
- Nectariless variety makes it less attractive to plant bugs
- Best fit is on light water to dryland conditions
- Has shown good verticillium wilt tolerance
- Target markets: Mid- and full-season markets across Texas

*"I've planted **DP 0935 B2RF** in my fields during two growing seasons, and the worst cotton it's produced has still been over three bales per acre. This year we had some tough weather in June, but I was still able to get a well graded cotton that produced around 3.5 bales an acre out of DP 0935 B2RF. Some of my DP 0935 B2RF produced four-bale cotton. I like that it's nectariless. It helps keep the bug population down, and I don't have to treat it with as many chemicals."*

Kirby Lewis, Shallowater, Texas

Deltapine® DP 0935 B2RF vs Other Products



Key Comparisons

Cotton Region: Central Texas Blacklands, Rolling Plains, South Texas, Southern High Plains, Trans Pecos

Years Examined: 2008, 2009, 2010

PRODUCTS	Crop Values \$/Crop Yield			Fiber Characteristics					
	Crop Value (\$/Acre)	Lint Yield (lbs/Acre)	Value Per lb	Staple (32nds)	Fiber Length (inches)	Fiber Strength (g/tex)	Micronaire	% Lint	% Uniformity
DELTAPINE® DP 0935 B2RF	794.78	952	0.8350	34	1.07	27.88	4.74	41.41	82.1
FIBERMAX® FM 840B2RF	716.82	828	0.8655	37	1.17	31.1	4.5	37.3	83.59
Advantage	77.96	124	-0.0305	-3	-0.10	-3.2	0.2	4.1	-1.5
Number of Comparisons	42								
DELTAPINE DP 0935 B2RF	1024.91	1242	0.8255	35	1.09	28.25	4.95	40.77	82.1
FIBERMAX FM 9160B2RF	1027.85	1192	0.8625	37	1.15	29.8	4.55	38.7	83.17
Advantage	-2.94	50	-0.0370	-2	-0.06	-1.5	0.4	2.1	-1.1
Number of Comparisons	50								

Grand Summary

Performance

Total Number of Comparisons	201
Comparisons Won by DP 0935 B2RF	141
Win Percentage for DP 0935 B2RF	70.15 %

Lint Yield Per Acre (lbs/A)

Avg. Yield of DP 0935 B2RF	1156
Avg. Yield of Others	1094
Avg. Yield Advantage for DP 0935 B2RF	62

Crop Value (\$/A)

Avg. Crop Value for DP 0935 B2RF	973.78
Avg. Crop Value of Others	939.78
Avg. \$ Advantage for DP 0935 B2RF	34.00

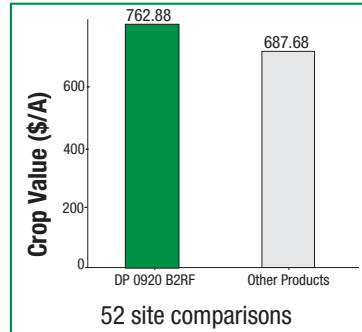
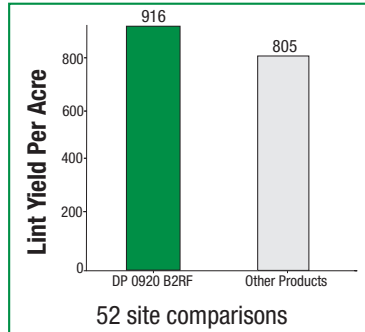
Base Price: \$0.82/lb



Data Source: Value per pound is based on \$0.82 per pound base price and discounts or premiums from the 2010 USDA - CCC Loan Chart, assuming 31 color grade and 3 leaf grade. Crop Value is lint yield times the value. Data is from available trial results in Monsanto Harvest 5.1 database as of 1/09/11.

Individual results may vary, and performance may vary from location to location and from year to year. This result may not be an indicator of results you may obtain as local growing, soil and weather conditions may vary. Growers should evaluate data from multiple locations and years whenever possible. Test Average is the grand mean of all experiment plot-level averages for the selected criteria where the check product is one of the test entries.

Deltapine® DP 0920 B2RF vs Other Products



Key Comparisons

Cotton Region: Central Texas Blacklands, South Texas

Years Examined: 2008, 2009, 2010

PRODUCTS	Crop Values \$/Crop Yield			Fiber Characteristics					
	Crop Value (\$/Acre)	Lint Yield (lbs/Acre)	Value Per lb	Staple (32nds)	Fiber Length (inches)	Fiber Strength (g/tex)	Micronaire	% Lint	% Uniformity
DELTAPINE® DP 0920 B2RF	763.92	915	0.8350	34	1.07	26.92	4.88	40.27	81.9
FIBERMAX® FM 1740B2RF	718.73	861	0.8350	34	1.07	28.1	4.7	38.3	81.97
Advantage	45.19	54	0.0000	0	0.0	-1.2	0.2	2.0	-0.1
Number of Comparisons	16								
DELTAPINE DP 0920 B2RF	765.73	924	0.8290	35	1.09	27.93	5.00	40.15	82.4
FIBERMAX FM 840B2RF	678.04	783	0.8655	37	1.16	31.2	4.5	36.0	83.54
Advantage	87.69	141	-0.0365	-2	-0.07	-3.3	0.5	4.2	-1.1
Number of Comparisons	19								

Grand Summary

Performance

Total Number of Comparisons	52
Comparisons Won by DP 0920 B2RF	42
Win Percentage for DP 0920 B2RF	80.77 %

Lint Yield Per Acre (lbs/A)

Avg. Yield of DP 0920 B2RF	916
Avg. Yield of Others	806
Avg. Yield Advantage for DP 0920 B2RF	110

Crop Value (\$/A)

Avg. Crop Value for DP 0920 B2RF	762.88
Avg. Crop Value of Others	687.68
Avg. \$ Advantage for DP 0920 B2RF	75.20

Base Price: \$0.82/lb



Data Source: Value per pound is based on \$0.82 per pound base price and discounts or premiums from the 2010 USDA - CCC Loan Chart, assuming 31 color grade and 3 leaf grade. Crop Value is lint yield times the value. Data is from available trial results in Monsanto Harvest 5.1 database as of 1/09/11.

Individual results may vary, and performance may vary from location to location and from year to year. This result may not be an indicator of results you may obtain as local growing, soil and weather conditions may vary. Growers should evaluate data from multiple locations and years whenever possible. Test Average is the grand mean of all experiment plot-level averages for the selected criteria where the check product is one of the test entries.



DEDICATED TO COTTON. COMMITTED TO TEXAS.



DP 1032 B2RF

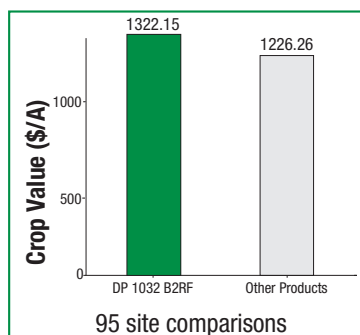
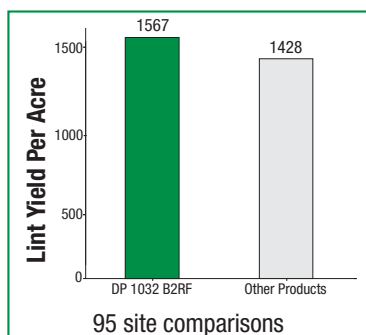


- Mid maturity
- Medium-tall plant
- Smooth leaf
- Moderate resistance to bacterial blight
- Top-end yield potential that fits on good irrigated acres
- Excellent fiber quality with high turnout
- **Target markets: Mid- and full-season markets across Texas**

"DP 1032 B2RF was the top-yielding variety on our farm. We had one field average 3 bales/acre and another go 3.6 bales/acre so I am pleased with the yields, especially after the hail that came through here in October. I like DP 1032 B2RF and will plant more of it in 2011."

Brent Hogue, Brownfield, Texas

Deltapine® DP 1032 B2RF vs Other Products



Key Comparisons

Cotton Region: Central Texas Blacklands, Rolling Plains, South Texas, Southern High Plains, Trans Pecos

Years Examined: 2008, 2009, 2010

PRODUCTS	Crop Values \$/Crop Yield			Fiber Characteristics					
	Crop Value (\$/Acre)	Lint Yield (lbs/Acre)	Value Per lb	Staple (32nds)	Fiber Length (inches)	Fiber Strength (g/tex)	Micronaire	% Lint	% Uniformity
DELTAPINE® DP 1032 B2RF	1342.34	1560	0.8605	37	1.16	29.82	4.33	39.34	82.2
FIBERMAX® FM 1740B2RF	1246.37	1450	0.8595	36	1.13	29.6	4.4	38.3	82.15
Advantage	95.97	110	0.0010	1	0.03	0.2	-0.1	1.0	0.0
Number of Comparisons	41								
DELTAPINE DP 1032 B2RF	1371.83	1657	0.8280	37	1.16	30.17	4.73	38.92	82.2
FIBERMAX FM 9160B2RF	1273.38	1476	0.8625	37	1.17	30.4	4.48	36.3	82.84
Advantage	98.45	181	-0.0345	0	-0.14	-0.2	-0.25	2.6	-0.6
Number of Comparisons	38								

Grand Summary

Performance

Total Number of Comparisons	95
Comparisons Won by DP 1032 B2RF	69
Win Percentage for DP 1032 B2RF	72.63 %

Lint Yield Per Acre (lbs/A)

Avg. Yield of DP 1032 B2RF	1567
Avg. Yield of Others	1428
Avg. Yield Advantage for DP 1032 B2RF	139

Crop Value (\$/A)

Avg. Crop Value for DP 1032 B2RF	1322.15
Avg. Crop Value of Others	1225.26
Avg. \$ Advantage for DP 1032 B2RF	96.89

Base Price: \$0.82/lb



Data Source: Value per pound is based on \$0.82 per pound base price and discounts or premiums from the 2010 USDA - CCC Loan Chart, assuming 31 color grade and 3 leaf grade. Crop Value is lint yield times the value. Data is from available trial results in Monsanto Harvest 5.1 database as of 1/09/11.

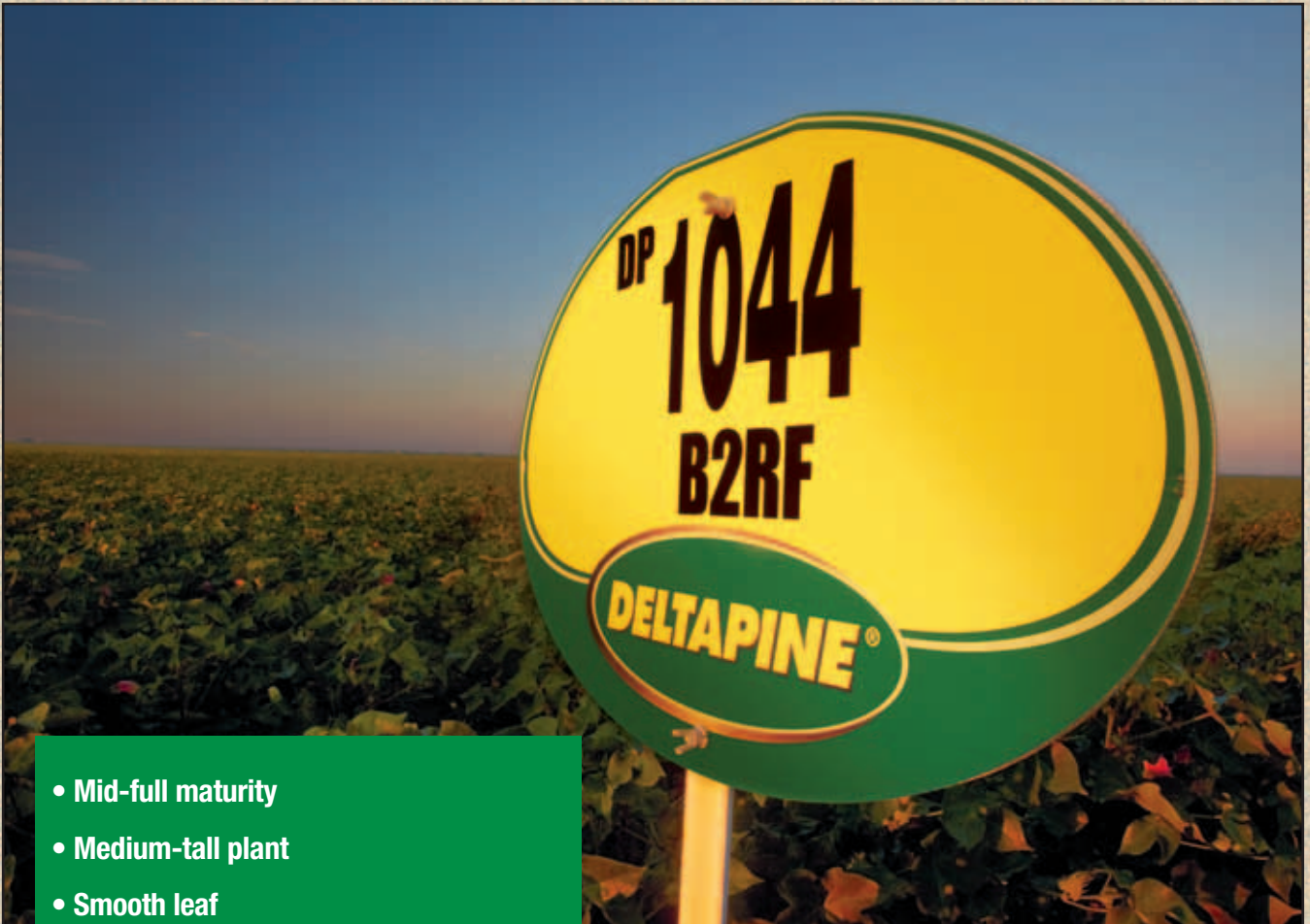
Individual results may vary, and performance may vary from location to location and from year to year. This result may not be an indicator of results you may obtain as local growing, soil and weather conditions may vary. Growers should evaluate data from multiple locations and years whenever possible. Test Average is the grand mean of all experiment plot-level averages for the selected criteria where the check product is one of the test entries.



DEDICATED TO COTTON. COMMITTED TO TEXAS.™



DP 1044 B2RF

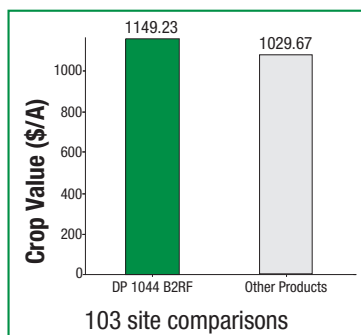
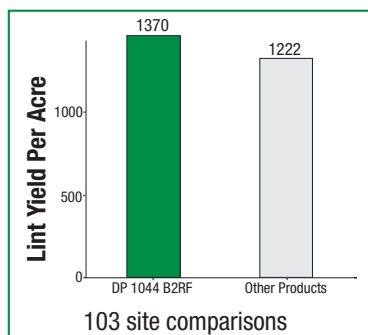


- Mid-full maturity
- Medium-tall plant
- Smooth leaf
- Excellent yield performance under light water to dryland conditions
- Moderate resistance to bacterial blight
- Responds well to plant growth regulators
- Has the level of storm resistance desired in Texas and still picks clean
- 2010 yield performance has generated lots of excitement about this variety
- **Target markets: Mid- and full-season markets across Texas**

*"I planted 3,000 acres of **DP 1044 B2RF** on mostly irrigated land. I'm averaging around 2,000 pounds an acre. The DP 1044 B2RF outyielded any other brands on my farm by nearly three-quarters of a bale an acre. The DP 1044 B2RF has produced well on dryland. I've averaged one bale an acre or more, and that's solid production for the land I'm farming. If I had to pick one variety of cotton for my land, it would be DP 1044 B2RF."*

Brad Cude, Lamesa, Texas

Deltapine® DP 1044 B2RF vs Other Products



Key Comparisons

Cotton Region: Central Texas Blacklands, Rolling Plains, South Texas, Southern High Plains, Trans Pecos

Years Examined: 2008, 2009, 2010

PRODUCTS	Crop Values \$/Crop Yield			Fiber Characteristics					
	Crop Value (\$/Acre)	Lint Yield (lbs/Acre)	Value Per lb	Staple (32nds)	Fiber Length (inches)	Fiber Strength (g/tex)	Micronaire	% Lint	% Uniformity
DELTAPINE® DP 1044 B2RF	1186.94	1385	0.8570	36	1.12	29.13	4.45	38.03	82.3
FIBERMAX® FM 1740B2RF	1088.95	1267	0.8595	36	1.13	29.6	4.5	38.0	82.35
Advantage	97.99	118	-0.0025	0	-0.01	-0.5	0.0	0.0	0.0
Number of Comparisons	42								
DELTAPINE DP 1044 B2RF	1151.83	1395	0.8255	36	1.13	29.30	4.54	37.28	82.1
FIBERMAX FM 9160B2RF	1026.54	1237	0.8300	37	1.16	30.2	4.04	35.6	82.67
Advantage	125.29	158	-0.0045	-1	-0.03	-0.9	0.5	1.7	-0.6
Number of Comparisons	38								

Grand Summary

Performance

Total Number of Comparisons	103
Comparisons Won by DP 1044 B2RF	83
Win Percentage for DP 1044 B2RF	80.58 %

Lint Yield Per Acre (lbs/A)

Avg. Yield of DP 1044 B2RF	1370
Avg. Yield of Others	1222
Avg. Yield Advantage for DP 1044 B2RF	148

Crop Value (\$/A)

Avg. Crop Value for DP 1044 B2RF	1149.23
Avg. Crop Value of Others	1029.67
Avg. \$ Advantage for DP 1044 B2RF	119.56

Base Price: \$0.82/lb



Data Source: Value per pound is based on \$0.82 per pound base price and discounts or premiums from the 2010 USDA - CCC Loan Chart, assuming 31 color grade and 3 leaf grade. Crop Value is lint yield times the value. Data is from available trial results in Monsanto Harvest 5.1 database as of 1/09/11.

Individual results may vary, and performance may vary from location to location and from year to year. This result may not be an indicator of results you may obtain as local growing, soil and weather conditions may vary. Growers should evaluate data from multiple locations and years whenever possible. Test Average is the grand mean of all experiment plot-level averages for the selected criteria where the check product is one of the test entries.