# High Yields Could Earn Dekalb® Farmers up to $10,000 and a Trip to Commodity Classic

Monsanto

**ST. LOUIS** (June 11, 2010) – Monsanto Company's DEKALB® brand has launched an exciting new program to celebrate farmers who achieve high yields. Sharing their passion for success, the brand is conducting a new DEKALB Yield Chasers program to recognize and reward farmers who enter and win the National Corn Growers Association (NCGA) and National Sorghum Producers (NSP) yield contests with a DEKALB hybrid.

Last season marked the sixth consecutive year in which an increasing number of DEKALB farmers entered and won awards in the NCGA yield contest. In 2009, a total of 1,968 farmers entered with a DEKALB corn hybrid, up 15 percent over the previous year, and that included a total of 175 winners from across the country.

Similarly, many DEKALB farmers who enter the annual NSP yield contest are being recognized for their yield success. In 2009, there were more than 30 national, state and county DEKALB winners.

"This great momentum shows how more and more DEKALB farmers are striving for and achieving fantastic yields," said Brian Effer, DEKALB Marketing Manager. "DEKALB farmers take pride in their winning yields. That's why we're introducing our new DEKALB Yield Chasers program to do something special for our valued customers and honor those who achieve outstanding yield success."

To become a DEKALB Yield Chaser, farmers should complete an NCGA/NSP Yield Contest Entry form and submit it by July 1, 2010.

Participating DEKALB farmers can win cash prizes and a trip for two to the 2011 Commodity Classic in Tampa, Fl.

- National yield winners who enter and win the yield contest with a DEKALB corn or sorghum hybrid have the opportunity to win up to $10,000, the Commodity Classic trip and a commemorative award.
- State winners who enter and win the yield contest with a DEKALB corn or sorghum hybrid will have the opportunity to receive the Commodity Classic trip and a commemorative plaque. DEKALB sorghum winners can also win up to $3,000 in cash prizes.
- In addition, DEKALB will pay the NCGA or NSP yield contest entry fees, plus a one-year's NCGA or NSP membership enrollment or renewal fee, for all farmers who enter either of the two yield contests with a DEKALB hybrid.

For more information on the DEKALB Yield Chasers program or the DEKALB brand,

farmers should contact their local DEKALB dealer or visit DEKALB.com/YieldChaser [1], www.dekalb.com [2] or www.facebook.com/dekalb [3].

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