



News Release

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DEKALB[®], Asgrow[®] and Deltapine[®] Brands

To Celebrate Agronomy Week April 1st to April 5th

NASCAR driver Clint Bowyer to compete in racing – and farming

St. Louis, MO (March 27, 2019) – Whether providing seed recommendations, monitoring crop progress or helping to evaluate harvest results, farmers depend on the expertise of their agronomic team throughout the growing season.

The DEKALB[®], Asgrow[®] and Deltapine[®] brands will celebrate Agronomy Week again this season, giving farmers the opportunity to recognize the key role played by their agronomists, seed dealers and crop consultants. Now in its third year, Agronomy Week will be held April 1-5, 2019 as an industrywide celebration.

Recognizing the parallels between farming and racing in terms of season-long performance and the importance of a trusted support crew, NASCAR driver Clint Bowyer will again encourage farmers to participate in the program, appearing in a series of *“It’s Time to Perform”* social media videos.

And, for the first time, he and his agronomic support crew on Bowyer’s farm outside Charlotte, North Carolina, will enter the NCGA National Corn Yield Contest. “After two years of talking agronomy, I’m excited to throw my hat in the ring and compete in two seasons this year – racing and farming,” he said.

During Agronomy Week, farmers, regardless of the seed brand they choose to plant, can pay tribute to their agronomic team by nominating up to three individuals. Farmers who nominate their teams will be entered into a sweepstakes for a chance to win a daily prize, as well as the grand prize: Clint will host that winner and three guests ages 18 and older for a mid-season celebration on his farm.*

*See page 2 for additional details.

“Over 1,500 farmer entries were received in the first two years of the program, and we’re very excited to celebrate Agronomy Week again in 2019,” said Pete Uitenbroek, DEKALB® Asgrow® and Deltapine® Brand Lead. “We invite farmers to join us in saluting agronomic professionals for their expertise and dedication in promoting farmer success and a strong agricultural industry.”

Eligible farmers can view sweepstakes rules and nominate their agronomic professionals at AgronomyWeek.com from April 1-5 or by posting the professionals’ names on the DEKALB Asgrow Facebook, Instagram or Twitter page with #AgronomyWeek and #contest.

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT INCREASE CHANCES OF WINNING. Open to legal residents of the United States (excluding RI, NY and FL) or Canada (excluding Quebec) who are (i) farmers and (ii) 18+ and the age of majority, excluding Sponsor and its affiliates’ employees, family and household members. Enter by naming 1-3 members of your agronomy team either at AgronomyWeek.com or via Twitter, the @dekalbasgrow Instagram page or the @dekalbasgrowseed Facebook page using #AgronomyWeek and #contest as set out in the Official Rules between 4/1/19 – 4/5/19. ARV of Participation Gift: \$2.50; ARV of Daily Prize: \$27.50; ARV of Grand Prize: \$8,000; odds depend on no. of entries. For a copy of the Official rules, visit AgronomyWeek.com. Sponsor: Monsanto Company, 800 N. Lindbergh Blvd, St. Louis, MO 63167. All trademarks are the property of their respective owners.

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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.

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