



Advertorial

## PROTECTING THE FOUNDATION OF YOUR YIELD WITH SMARTSTAX® TECHNOLOGY

Finding corn rootworm damage to your roots is an experience no farmer wants to go through. Once the damage has occurred, there's no surefire rescue treatment and it can severely impact your yield.

### ROOT NODE DAMAGE CAN LEAD TO **YIELD LOSSES UP TO 45%\*\***

This potentially devastating situation is why many farmers are proactive in protecting their yield with a trait technology. "I choose SmartStax® Technology because of the corn rootworm control and protection I get below ground," says Levi Ochsner, a farmer just outside of Sutton, Nebraska.



Levi Ochsner

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**CORN ROOTWORM DOES NOT  
DICTATE WHAT WE PLANT NOW”**

SmartStax Technology not only helps farmers like Levi protect their yield potential from corn rootworm but it also allows them to make decisions on their terms. "In years prior, we had a lot of corn rootworm pressure," says Levi. We're obviously out there scouting and we rotate our ground. But corn rootworm does not dictate what we plant."

### **2 MODES OF ACTION** FOR CORN ROOTWORM CONTROL



### PROVEN ON OVER **140 MILLION ACRES\***

"For us, the corn rootworm control is phenomenal," says Levi. "The first time I ever used SmartStax Technology on my corn, I had a better root system. It stood better. And we were like, 'Wow, this is the way to go.' It's all technology in the bag. It all took care of itself, and I found a really nice yield advantage with it as well."



### **THE MOST COMPLETE PROTECTION FOR CORN ROOTWORM**

For Levi, it comes down to peace of mind. "I like to be more preventative than curative. You know that you've got the protection underground, and you know that it's going to work and take care of your corn. If you're somebody out there and you have never used SmartStax Technology, you really need to give it a try."

Hear stories from other farmers on why SmartStax Technology offers proven yield protection against corn rootworm at [TRAITS.BAYER.COM/SMARTSTAX](https://TRAITS.BAYER.COM/SMARTSTAX)

\*Based on internal Bayer sales data (owned and licensee brands) from 2010-2020 of bags sold multiplied by the industry average of 2.7 acres per bag

\*\*Tinsley, N.A., Estes, R.E., and Gray, M.E. 2012. Validation of a nested error component model to estimate damage caused by corn rootworm larvae. Journal of Applied Entomology. DOI:10.1111/j.1439-0418.2012.01736.x.