



# *Roundup Ready<sup>®</sup> Xtend Crop System and Bayer Traits Social Toolkit*



January-February 2021





# OVERVIEW

This is a guide for how you can help support the **Roundup Ready® Xtend Crop System** and **Bayer trait technology** on your brand and personal social media platforms. Always make sure you are keeping in line with the training from the Bayer legal team about how to post on social media. Refer to [the handbook](#) for guidance as needed.

During this time, it is also important to take note of Bayer-mandated social distancing guidelines.



# CLICK TO TWEET YOUR SUPPORT

**NEW**

While we encourage you to create your own Roundup Ready® Xtend Crop System and Bayer trait technology social posts, you now have the option to instantly share Tweets that feature approved imagery and post copy with your audience.

## How It Works

**1**

From the options listed below, choose which posts resonate the most with your audience.

**2**

Make sure you're logged in to Twitter, then click the tweet you want to post! It will auto-populate your selected post right on Twitter.

**3**

You can keep the text as-is, or edit it to personalize your tweet.

**4**

Click "tweet" and that's it — you're done!



# HOW TO SUPPORT THE BRANDS

## SHARE

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Share posts that support Bayer trait technologies and the Roundup Ready® Crop Xtend System.

- Use established language and hashtags to keep consistency across all platforms.
- Use the “Click to Tweet” functionality on the slides.
- If you use your own photos or videos, be sure that all product names are correct and have the appropriate trademarks.
- Download assets across platforms by accessing the digital toolkits for each brand below.

**Digital Toolkit**  
*Roundup Ready  
Xtend Crop System*

**Digital Toolkit**  
*Bayer Traits*

## FOLLOW and ENGAGE

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- If you are not already following or have not liked our pages, go ahead and click that button!
- Comment, like and share posts from the brands on your profiles.
- Consider tagging the brands in posts that pertain to our technologies.

**Twitter:** @RRXtend and @BayerTraits

**Facebook:** @Bayer Traits



# Trait Technology

## Interesting ways to talk about traits at this time:

- Call out the trait technology when talking about planning or planting for 2021. If you can, emphasize why each trait was chosen for that field.
- Reflections on previous seasons without the right trait technology where insects caused a significant profit loss.

## Trait pages for more information:

- [SmartStax<sup>®</sup> Technology](#)
- [VT Double PRO<sup>®</sup> Technology](#)
- [DroughtGard<sup>®</sup> Hybrids](#)
- [Trecepta<sup>®</sup> Technology](#)
- [ThryvOn Technology](#)
- [Roundup Ready 2 Xtend Soybeans](#)
- [XtendFlex soybeans](#)

## Social Tip

Throw on the trait hashtag, listed below, when you talk about any product on Twitter, even if the post is not about the trait specifically. It helps build awareness.

## TAGS

@BayerTraits, #SmartStax, #VT2PRO, #DroughtGard, #Trecepta, #RR2X, #B3XF, #ThryvOn #expectedsoon, #XFsoy

## EMOJIS







# Trait Technology

CLICK TO  
TWEET



Choosing #SmartStax Technology is a game changer in the fight against corn rootworm. Protect your yield potential with a defensive strategy: [LINK](#)

CLICK TO  
TWEET



Learn about test plot protocols from Agronomist Joseph Cummins and hear what he expects to see from #ThryvOn Technology #ExpectedSoon: [LINK](#)

CLICK TO  
TWEET



Make the right choices for your operation and choose #XFsoy to get triple-stacked tolerance to dicamba, glyphosate and glufosinate. Learn more here: [LINK](#)



# Corn Trait Comparison Tool

This online tool lets farmers compare all Bayer corn trait technology as well as competitor technology. This tool includes a “break even calculator” that takes the guesswork out of figuring out if more expensive seed is worth the investment based on yield advantage. The best time for farmers to use this tool is right after they harvest and as they are considering next years purchase.

## Social Tips

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**Try taking a video screen grab of you using the tool.**

**Take a video as you enter in a customer's information and explain the results to the customer.**

## HASHTAGS

#plant21, #AgTwitter

## EMOJIS





## Corn Trait Comparison Tool



[CLICK TO TWEET](#)

Start off the season with a strong defense by trying the @BayerTraits Corn Trait Comparison Tool where you can make sure your fields are protected from the insect pressure in your area by comparing corn traits between platforms. [LINK]





# Spray Early With Confidence

Farmers who choose the Roundup Ready Xtend Crop System in 2021 are expecting to see results. That is why we created proven weed management strategies backed by a weed control guarantee.

## Here are the program benefits:

- Weed control guarantee on labeled weeds — up to \$15/acre on an additional application
- Effective weed management strategy
- Increased flexibility for farmers and custom applicators
- Money back incentives through Bayer PLUS Rewards

## Social Tip

Make a video where you explain how the program works. Just hearing you talk about it in your own words can help people understand why it is important to them.

## TAGS

#plant21

(Avoid #SprayEarly, since this concept is a different message all together)

## EMOJIS





## Spray Early With Confidence



CLICK TO TWEET

The Spray Early With Confidence Weed Control Guarantee is a proven weed management strategy. We have you covered with up to \$15/acre on an additional application if needed after you follow the program details. See program details:[[LINK](#)]



# Weed Control

This season we are asking farmers to “choose results” by choosing the Roundup Ready Xtend Crop System and XtendiMax herbicide with VaporGrip technology.

Here are some key points to focus on:

## **XtendiMax herbicide and the Roundup Ready Xtend Crop System**

- Controls more weeds than any other soybean/cotton system
- Up to 14 days of soil activity on certain small-seeded broadleaf weeds

## **VaporGrip® Xtra Agent**

- A VRA, Volatility Reduction Agent, is now required to further reduce the potential for dicamba volatility. This year, we are excited about the introduction of VaporGrip® Xtra Agent products as an option for you to fulfill this requirement.

## Social Tip


Weeds are no joke. Leverage what you know about your region's biggest weed threats to show how important “choosing results” will be this year.

### TAGS

#spray21 #marestail  
#PalmerAmeranth #Waterhemp  
#Kochia



## Weed Control



**THIS SEASON  
CHOOSE  
RESULTS**

\*Based on approved EPA herbicide labels for the herbicides recommended for use in each system as of Oct. 2020.  
\*Based on number of treated acres per Bayer internal estimates.

**ROUNDUP READY<sup>®</sup>  
XTEND<sup>™</sup>  
CROP SYSTEM**



**THIS SEASON  
CHOOSE  
RESULTS**

**ROUNDUP READY<sup>®</sup>  
XTEND<sup>™</sup>  
CROP SYSTEM**

Choose the #RRXtend Crop System to get reliable performance AND flexibility in the fight against your toughest weeds. Find out more: [LINK](#)

**CLICK TO TWEET  
(SOY)**

**CLICK TO TWEET  
(COTTON)**





# Online Dicamba Training

We want to build awareness and usage around this free training tool that Bayer offers because:

- EPA requires this training to be completed every year by anyone that applies low-volatility dicamba
- New 2020-2025 XtendiMax label (instructions on how to use the product) has changed

## Social Tip

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Make sure you include the link to the online training in your posts to make it easier for your farmers to find the information.

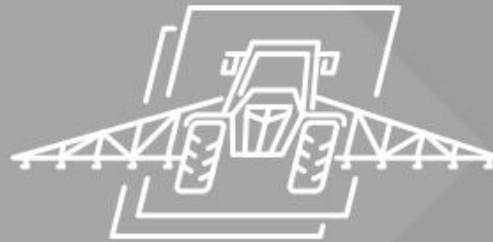
### TAGS

#spray21



## Online Dicamba Training

***REGISTER FOR  
2021  
DICAMBA TRAINING***



**CLICK TO TWEET**

Annual mandatory training is now available for dicamba application. Get your free certificate online now to spray XtendiMax herbicide with VaporGrip Technology, a restricted use pesticide, and other approved dicamba formulations. > [LINK](#)