



# Produce a bumper crop of soybeans next year.

# That bumper could come attached to a new Dodge truck.

## Push the upper limits of your yield potential in the 2009 Secure Optimal Yield Challenge.

SOY stands for Secure Optimal Yield. Which is exactly what we challenge you to do in the 2009 SOY Field Trials. Sponsored by the American Soybean Association and BASF, the SOY Field Trials give you the opportunity to use intensive crop-management technology and techniques to help maximize your yield and profitability. In other words, to get the most out of every acre.

## Sign up for the 2009 SOY Challenge Program.

### Here's what you do:

- Sign up for the SOY Challenge at [www.SoyGrowers.com/SOY](http://www.SoyGrowers.com/SOY) by March 13, 2009
- Learn about enhanced weed and disease management through online training modules throughout the season
- Grow more soybeans than you ever thought you could grow
- Submit your success story with your field results

### Here's what you get:

- Free one-year ASA membership (approximate value of \$70)
- Official SOY display sign for your test field
- \$200 Cabela's® gift card when you submit your field results
- Submitting a success story with your field results makes you eligible to win:
  - Grand prize: 2010 Dodge pickup\* of your choosing, plus a round-trip ticket to the 2010 Commodity Classic in Anaheim, Calif.
  - 1 of 2 Runner-Up prizes: \$2,000 cash, plus a round-trip ticket to the Commodity Classic
- Be a more successful soybean grower from this point forward, enhancing your yield potential through better weed management and improved Plant Health

\*Pickup truck value not to exceed \$40,000

# Find out more. Sign up now.

Go to [www.SoyGrowers.com/SOY](http://www.SoyGrowers.com/SOY) by March 13.

## Program Objectives.

Learn how to:

- Protect soybean yields by reducing early-season weed competition
- Lengthen the glyphosate application window to reduce the risk of missing post timing
- Reduce risk of weed resistance or weed shifts
- Enhance disease management for improved Plant Health and increased yields
- Increase net yield per acre of soybeans

## Participation Criteria.

The following guidelines represent the minimum requirements for participation in the ASA-BASF Secure Optimal Yield (SOY) Challenge for the 2009 growing season. Field test areas should be chosen carefully to minimize effect of local field variations.

- 1** All participants must be members of the American Soybean Association. If you are not already an ASA member, ASA will provide a free one-year membership (approximate value \$70) when you sign up for the 2009 SOY program. ASA member benefits include 10 issues of the *ASA Today* newsletter; e-mail subscription to the *ASA Weekly Leader Letter*; discounted registration for the annual Commodity Classic<sup>SM</sup> conference and trade show; 10% discount on Cabela's<sup>®</sup> gift cards purchased on [www.SoyGrowers.com](http://www.SoyGrowers.com); Preferred Price (1% below factory invoice) on the purchase or lease of most new Chrysler, Dodge or Jeep vehicles; and your children and grandchildren are eligible to compete for an annual \$5,000 SOY Scholarship for pursuit of ag degrees. (If you are already an ASA member, you'll receive a free one-year extension. If you're a lifetime member, you'll receive a Cabela's<sup>®</sup> gift card equal to the cost of a one-year membership in your state.)
- 2** Allocate 20 or more historic corn/soy acres within a single field.
- 3** Field trial acres to be planted with a single variety of Roundup Ready<sup>®</sup> soybeans of the participant's choice.
- 4** Control acres to be treated with a single post application of glyphosate only.
- 5** Test acres to be treated with a burndown application that includes a BASF residual herbicide, one post application of glyphosate and one application of **Headline**<sup>®</sup> fungicide at R2-R3.
- 6** Grower maintains records and provides feedback showing type and cost of crop inputs used, weed and disease control observations and yield harvest data. Submit information to BASF by November 13, 2009, and ASA will send you a \$200 Cabela's<sup>®</sup> gift card redeemable online or at Cabela's<sup>®</sup> retail outlets.
- 7** A complete set of guidelines will be provided to all field trial participants. Growers will be contacted by BASF for further program guidance.

ASA recruiter name \_\_\_\_\_

Recruiter number \_\_\_\_\_

Further information can be found at [www.SoyGrowers.com/SOY](http://www.SoyGrowers.com/SOY). Check back monthly for updates.

## Always read and follow label directions.

See field trial rules at [www.SoyGrowers.com/SOY](http://www.SoyGrowers.com/SOY) for details. Grower has the option to run trials in multiple fields as long as each field meets trial guidelines. Grower agrees to allow American Soybean Association (ASA) to publish grower feedback, photographs and comments in future educational materials. Grower holds ASA and BASF harmless for any liability that may be created as a result of participation in this program. All input costs are the participant's responsibility.

Headline is a registered trademark of BASF. ASA is a registered trademark of the American Soybean Association. Cabela's is a registered trademark of Cabela's, Incorporated. Dodge is a registered trademark of Chrysler LLC. Roundup Ready is a registered trademark of Monsanto Company.