



News Release

Cereal growers have access to online weather tools to maximize crop production at www.weathercentral.ca

Guelph, ON [April 17, 2009] – Use the weather to help maximize your cereal production with a new free service to eastern Canadian growers from Bayer CropScience, in partnership with Weather INnovations (WIN). The new service gives cereal growers access to three site-specific models – SPRAYcast, DONcast and WHEATcast. The models are driven by a combination of WIN’s near real-time monitoring stations and a high resolution grid weather forecast.

SPRAYcast – identifies times during the day that are more or less favourable for spraying.

DONcast – accurately predicts deoxynivalenol toxin (DON) concentration in wheat at harvest, using actual, forecast and historical weather data.

WHEATcast – provides advice on when to more intensely scout wheat fields for key wheat diseases including *Septoria* and powdery mildew.

“Accessible and reliable weather information is important to manage cereal production,” says Greg Good, Portfolio Manager, Row Crops with Bayer CropScience. “This new service will help growers make key input decisions to maximize productivity of their cereal crops.”

All three forecasts are available at no charge at www.weathercentral.ca – a new site sponsored by Bayer CropScience and powered by WIN. “The forecast information is made available by using localized data to provide weather information as close to individual farms as possible,” says Good.

SPRAYcast is available by simply clicking your location on the map. Registration (no cost) is required to access the DONcast and WHEATcast information. When growers register for DONcast or WHEATcast, they can store their historical field data on the site for future reference in managing their operation.

About Bayer CropScience

Bayer is a global enterprise with core competencies in the fields of health care, nutrition and high-tech materials. Bayer CropScience AG, a subsidiary of Bayer AG with annual sales of about EUR 6.4 billion (2008), is one of the world's leading innovative crop science companies in the areas of crop protection, non-agricultural pest control, seeds and plant biotechnology. The company offers an outstanding range of products and extensive service backup for modern, sustainable agriculture and for non-agricultural applications. Bayer CropScience has a global workforce of about 18,000 and is represented in more than 120 countries. Further information on Bayer CropScience Canada is available at:

www.bayercropscience.ca

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