

LKE / Br 2010 Genetics

Assignment:

Among other things, apply the principles of "Appeals & Claims" (previous handout) to analyze the ad.

Annotations:

Canterra – Canadian seed Company; canola - rapeseed oil [Can(ada) o(il) l(ow) a(cid)]; Brassica - plant of the genus Brassica of the mustard family, including cabbage, broccoli, and turnip

Source of ad:

<http://tinyurl.com/yzmnzzy>



Because performance matters.

5 YD, or Yield Dysfunction, is a common yet often not talked about problem that is caused by planting poorly-performing canola varieties. Thankfully for growers with YD, a better seed can lead to a more satisfying growing experience.

And when it comes to getting the bend out of your Brassica, CANTERRA SEEDS' new 1900 Series delivers! It's a marvel of new and improved genetics—a better canola variety—designed to get you growing!

10 Don't let Yield Dysfunction keep you from a full and satisfying crop—ask about the 1900 Series today.

Because performance matters.

*Common side effects may include increased yield, suitability to all growing zones and strong disease resistance.

15 *Caution: Higher yield and resulting higher profits may cause euphoria. In the event of a smile that lasts longer than four days, please contact CANTERRA SEEDS immediately to share the good news.

Always Growing

