

**Theme:** Genetic Engineering

**Text:** Monsanto Advertisement 2010 : Source: <http://www.monsanto.com/genuitysmartstax/> Wortzahl: 457 Wörter

**Illustration:** Editorial Cartoon by Russell Hodin, NEW TIMES San Luis Obispo, Oct 21, 2004

<http://editorialcartoonists.com/cartoon/display.cfm/852>


**Annotations:**

**Text:** 1 genuity – cf. ingenuity; stax- cf. stack - conical pile of straw or fodder arranged for outdoor storage 3 (reduced) refuge (area) - a strip of crops without in-plant insect protection –to prevent pests from developing resistance to insect control technology 19 bt - Bacillus thuringiensis, a soil bacterium; in genetically engineered plants it produces a protein that kills insects 21 ® - registered trademark 26 corn borer – caterpillar of a moth; armyworm (moth); cutworm (moth); 31 rootworm – green leaf beetle

**Cartoon:** grange – [US] association of farmers G.E.WIZ – gee whiz - designed to arouse wonder or excitement [adj. + interjection]

**Assignments:**

1. Point out what Monsanto has to offer to farmers according to the advertisement. Make sure to use your own language and to be comprehensive in your answer. [Orientation/Context, 16 pts.]
2. Analyse Hodin's cartoon and apply its message to relevant elements of the Monsanto ad. [Analysis 24 pts.]
3. Comment on the issues that are raised by the presented materials. [Evaluation 20 pts.]



**FARMERS!! ARE YOU REACHING YOUR FULLEST POTENTIAL??**

BE THE ENVY OF THE GRANGE WITH THE NEW PATENTED FORMULA

# G.E. WIZ™

- ☼ INCREASE CROP SIZE UP TO THIRTY TIMES NORMAL SIZE!!
- ☼ GREATER CROP VIRILITY POLLINATES ANYTHING, ANYWHERE, ANYTIME, SATISFACTION GUARANTEED!!!
- ☼ IMPROVE CROP CONFIDENCE & CULTIVATE SELF-ESTEEM!!
- ☼ LIFETIME LIMITED LIABILITY OFFER\*, ORDER YOURS TODAY!!!

\* MONSANTO, INC. IS NOT LIABLE FOR CROP CONTAMINATION. CLAIMS BASED ON COMPUTER MODELLING NOT ON FIELD TESTING. ANYONE CAUGHT GROWING G.E. WIZ CROPS WITHOUT A CONTRACT IS LIABLE FOR PENALTIES & COURT COSTS, AND ALL SUCH CROPS SHALL BE SUBJECT TO CONFISCATION WITHOUT COMPENSATION. SAVING SEED IS PROHIBITED.

*R. Hodin 10/21/04*

ge whiz  
Local Cartoon

## Genuity™ SmartStax™ Corn Receives Regulatory Approvals

Genuity™ SmartStax™ corn—the agriculture industry’s most advanced, all-in-one corn trait system—is one step closer to farmers’ fields, and it’s bringing reduced refuge acres with it. Genuity™ SmartStax™ corn, which is a key early step in Monsanto’s commitment to sustainably doubling yields by 2030, received registration from the U.S. Environmental Protection Agency (EPA) and the Canadian Food Inspection Agency on July 20, 2009. The product remains on track for a 2010 commercial launch. The decisions also include a reduction of the typical farm refuge requirements for farmers who plant the technology.



This is good news for farmers. In Canada and the U.S. Corn Belt, refuge acres have been reduced from 20 percent to 5 percent, and in the Cotton Belt from 50 percent to 20 percent—giving farmers the opportunity for greater yield advantage on more acres.

### **What are the benefits for U.S. farmers?**

The absolute broadest spectrum of above- and below-ground insect protection and weed control available in the market today means greater peace of mind for farmers who plant Genuity™ SmartStax™ corn. This revolutionary corn technology combines multiple *Bt* proteins to provide season-long yield protection in three areas:

- **Above-ground insect control** combines Dow AgroSciences’ proven HERCULEX® Insect Protection technology with Monsanto’s second-generation above-ground insect protection, Genuity™ VT Triple PRO™. With these two technologies, Genuity™ SmartStax™ corn will provide superior protection against the broadest spectrum of above-ground insects, including corn earworm, European corn borer, southwestern corn borer, sugar cane borer, fall armyworm, western bean cutworm and black cutworm.
- **Below-ground insect control** combines Monsanto’s YieldGard VT Rootworm/RR2 technology with Dow AgroSciences’ HERCULEX® RW Insect Protection technology for the most consistent protection against Western, Northern and Mexican corn rootworms.
- **Broad-spectrum weed and grass control** combines Monsanto’s industry-leading Roundup Ready® 2 technology with Bayer CropSciences’ LibertyLink® herbicide tolerance. Genuity™ SmartStax™ corn weed control systems combine a superior spectrum of weed and grass control with the option of two broadspectrum modes of action over the top.

Farmers are assured maximum crop performance potential because Genuity™ SmartStax™ will also be treated with Monsanto’s proprietary Acceleron™ seed treatment product. The Acceleron seed treatment product for Genuity™ SmartStax™ corn is designed to improve plant health and promote better stand throughout the growing season.

The Acceleron seed treatment product is also designed to control secondary insects and major seed and seedling diseases.

### **How many farmers are going to see these benefits in their fields?**

This new corn seed technology is expected to be launched on more than 3 to 4 million acres in 2010. Genuity™ SmartStax™ will be broadly available across Monsanto’s three corn seed channels: its national brand DEKALB, regional brands, and licensees through its Corn States business.