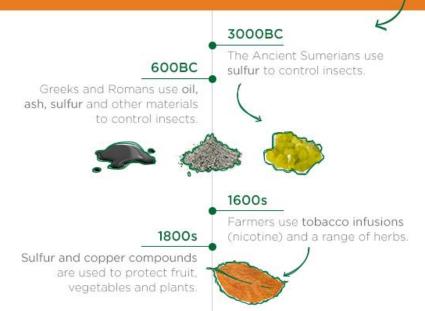
5,000 YEARS OF CROP PROTECTION



MODERN METHODS

1930s The era of synthetic (man made) crop protection begins, increasing 1940s yields far beyond pre-World War II levels and supporting the Weed control is Green Revolution in India. revolutionized with the herbicide 2,4-D. Farmers use it to control weeds. 1960s First generation of 1970s pyrethroids is developed to fight insects. Today they are The herbicide glyphosate is widely used in agriculture commercialized and gains and make up the majority of popularity for its broad household insecticides. spectrum weed control and low toxicity to animal life. 1990s Seed treatments are used to create a protective barrier around a seed. These provide more targeted control to help farmers use less product. In the first decade of the new

The plant science industry continues to invest \$3.4 billion each year* on research and development to find innovative products to help farmers protect their crops into the future.

millennium, plant scientists discover 112 new active ingredients to help farmers grow more crops sustainably.