



From: Duane Rathmann

cc: Midwest TS  
Leon Duchene  
Shane Hennigh

Location: Waseca, MN  
Subject: Monthly Report

---

### General Activities

One week at the national tech service meeting and two weeks of retailer updates/OTAA have consumed most of the last thirty days with meeting preparation, travel, and assisting BR's with sales support material. Rathmann

Computer issues continue to be a major issue limiting productivity and creating frustration. My laptop along with several other lucky remote users had Office uninstalled during a recent update. Of course this happened right before a meeting presentation where all of a sudden I had no Power Point. Meanwhile my tablet is very slow. It seems we need at least 2 machines (laptop and tablet) in hopes of one being functional at any one time. Rathmann

### Impact Activities:

- Worked the booth with BR Kate Greif at the MN corn and soybean growers association meeting. Some good conversations with growers on various topics. The Dosatron running at the booth spurred many conversations on in-furrow use of Xanthion. Rathmann
- Derek Cottrill and I teamed up for a series of seven retailer product update and OTAA training over a two week period where we had a total of 690 customers (mostly sales agronomists and applicators) attend. Also, thanks to Katie Demers for help on the second week. Registrations shot up as soon as the Chinese approval of the Xtend trait was announced. The OTAA and dicamba training was a good experience as it forced us to customize our presentations and sharpen our skills on the subject. We had Scott Bretthuaer do most of the OTAA presentation for meetings five and six, but he was very flexible allowing us to blend our information with his. BR Kate Greif had an email survey automatically sent to all who registered for feedback and overall we had some good comments on the dicamba training and OTAA segments. Rathmann

### Key feedback and observations from our meetings:

- As Jarod Roskamp alluded in his monthly, I also have a major concern of non labelled dicamba formulations being used by growers on Xtend soybeans in 2016. We would hear retailers talking about some of their grower, reports of growers bragging, etc that they fully intend to use Clarity, etc in 2016 and disregard labels. Rathmann

- We quickly learned that we were only causing confusion, and doing our customers and ourselves a dis-service by continuing to refer to "DT" soybeans instead of Xtend soybeans. At one point a retailer asked me if BASF had their own soybeans called DT. I feel we need to get behind Xtend soybeans and promote the opportunity to look at the yield potential in 2016, then use that momentum to sell Engenia for 2017. We only have the opportunity to sell Engenia in 2017 if Xtend soybeans are planted. Rathmann
- As I mentioned, Scott Bretthauer did a good job at two of our meetings and I picked up some good information from him on some of the deeper dive info on nozzles. In support of our TTI nozzle recommendation, he commented at our meeting that he tried to "break" the performance of Engenia with TTI's, but performance was not compromised. He did say that he saw performance of 2,4-D fall off with the TTI's. Rathmann
- Questions on our recommendations with pulse width modulation (Aim Command) booms occurred at every meeting before we got to that point on our presentation. As of now we could only say that TTI's would be the only way to apply Engenia initially, and we were working on getting other nozzles approved and that we hoped we had more options by next season. Scott Bretthauer mentioned that he thought Wilger DR nozzles (common with PWM booms) should make the cut producing extra coarse and ultra coarse droplets. This needs to be high priority. Rathmann

#### Plots

- Beginning contacts to place protocols as most are now final. Rathmann

#### Competitive Information

- **Dow:** At a meeting I attended, the Enlist specialist for MN made it clear the registration for Enlist Duo is intact, but the EPA will continue to review the synergy issue. The emphasis of the Enlist presentation was on advantages of the formulation and label including allowing applications through the V2 stage, 90% reduction in volatility, easy sprayer cleanout as water based product as rec was triple rinse with no cleaner, similar cost as other 2,4-D formulations. Chinese approval of Enlist corn is imminent while soybean is less known. Rathmann

#### Calendar of Key Activities:

Date	Event	Location
Feb 24-29	Vacation	
March 8	River Region Coop OTAA	Sleepy Eye
March 9	West Con retailer meeting	Holloway
March 11	Winfield meeting with Reed Barret	Shoreview
March 14	Winfield agronomist tech exchange	Shoreview
March 15	Midwest tech service meeting	Shoreview
March 21	Univ of MN Weeds group protocol review	Waseca
April 4-7	District Meeting	TBD
June 2-8	Vacation	
July 21-27	Vacation	
Sept 12-16	NBC	Indianapolis
Dec 12-16	NCWSS	Des Moines