

Know the Symbol. Understand Your Choices.



Introducing the Market Choices™ symbol. A new industry-wide initiative to help growers and grain handlers identify non-EU approved corn hybrids.

With recent developments in biotechnology, corn producers now have many new choices when selecting corn hybrids best suited for their operation. The Market Choices symbol is a new seed industry initiative to help growers easily identify corn hybrids with enhanced traits. These corn hybrids contain traits that are fully approved for food and feed use in Canada and the United States, but are not yet approved in the European Union (EU). As a result, grain from these hybrids must be segregated from entering export markets.

How can I use my Market Choices corn?

Grain from corn hybrids displaying the Market Choices symbol must be channelled to appropriate markets, including:

- On-farm feeding
- Selling the grain to a domestic feedlot or feedmill
- Selling the grain to a local elevator or processor that has agreed to accept your grain

Why is the Market Choices symbol important?

- Ongoing research and development makes promising new technologies in corn hybrids available to growers.
- Canadian growers deserve access to these hybrids, with the assurance that they can be channelled to appropriate markets.

Where will I see the Market Choices symbol?

- The Market Choices symbol and statement will be included on seed tags and in seed company product catalogues.

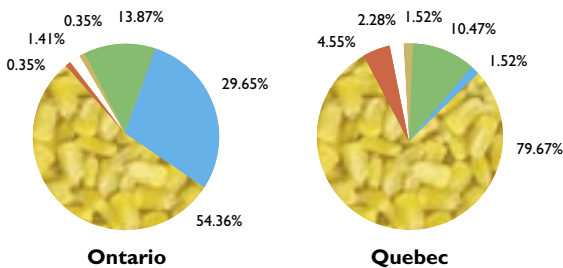
What do growers need to do?

- Talk to your seed supplier or seed company representative about the corn hybrids with the performance traits best suited to your needs ... and whether they are Market Choices hybrids.
- You can find a list of commercially available non-EU approved hybrids on the CSTA website.
- Talk to your local grain handler about their policies prior to harvest and at time of grain delivery.
- You may be asked to sign an agreement stating that you understand how grain from these hybrids can be used.

For More Information:

Call your seed supplier or visit the Canadian Seed Trade Association website at www.cdnseed.org

Canadian Grain Disposition



- Exports to Provinces
- Exports to U.S.
- Exports Overseas
- Ontario Carry Out
- Industrial Use
- Feed Use

Source: Ontario Corn Producers Association website – 2003/2004 Projected Usage