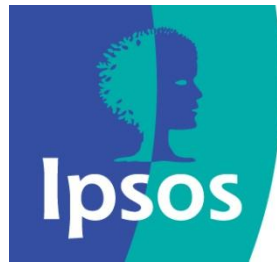


Only One in Three (31%) Western Canadian Growers Follow Recommended Canola Crop Rotation

Two in Five (41%) Don't Switch Their Canola Crop's Herbicide-Tolerant System

Public Release Date: Monday, September 16th, 2013, 12:00 PM EST



Ipsos Reid

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

***For copies of other news releases, please visit
<http://www.ipsos-na.com/news-polls/>***

© Ipsos Reid

***Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
Guelph • Ottawa • Montreal • St. John***



Only One in Three (31%) Western Canadian Growers Follow Recommended Canola Crop Rotation

Two in Five (41%) Don't Switch Their Canola Crop's Herbicide-Tolerant System

Toronto, ON – A study conducted by Ipsos Reid on behalf of BASF reveals that most Western Canadian growers (from Alberta, Saskatchewan, and Manitoba) are not following the industry best practice of growing canola once every four years in a rotation with other crops, with most growing the crop too often.

One in three (31%) of Western growers grow canola once every four (27%) or five (4%) years, compared to two in five (44%) who grow the crop one in every three years, one in four (25%) who grow it every other year, and 1% who grow it every year.

It's also recommended that growers rotate their herbicide-tolerant system, especially if their crop cannot be rotated, but the data also reveal that a sizeable portion of Western growers do not rotate their system. Two in five (41%) growers indicate that they typically don't switch herbicide tolerant systems in their canola crops, with only one in ten (9%) switching systems every time they grow canola. One in three (34%) switch systems every second (14%) or third (20%) round of their canola crop, while one in ten switch every fourth (9%) or fifth (7%) round.

While many don't actually rotate their herbicide-tolerant systems when it comes to their canola crops, a majority think it's an important tool for a number of reasons. These reasons include:



- Weed resistance management – 89% important (58% very/32% somewhat)
- Volunteer canola management – 82% important (48% very/35% somewhat)
- Blackleg management – 67% important (28% very/39% somewhat)
- Higher quality canola samples/meeting contract soil specs – 61% important (25% very/36% somewhat)

These are some of the findings of an Ipsos Reid poll conducted between October 19th to 25th, 2012 on behalf of BASF. For this survey, a sample of 401 Western Canadian canola farmers from Ipsos' Canadian online panel was interviewed online. To be eligible for the survey, producers in Western Canada had to grow a minimum 2000+ acres of wheat and canola crops combined. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/-5.6 percentage points had all Western Canadian canola growers been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

-30-

For more information on this news release, please contact:

Sean Simpson
Associate Vice President
Ipsos Public Affairs
(416) – 572 -4474

Marinus VanDijk
Senior Vice President
Ipsos Reid
(519) – 780 - 4801

For full tabular results, please visit our website at www.ipsos-na.com. News Releases are available at: <http://www.ipsos-na.com/news-polls/>

© Ipsos Reid

- 2 -

**Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
• Guelph • Ottawa • Montreal • St. John**