

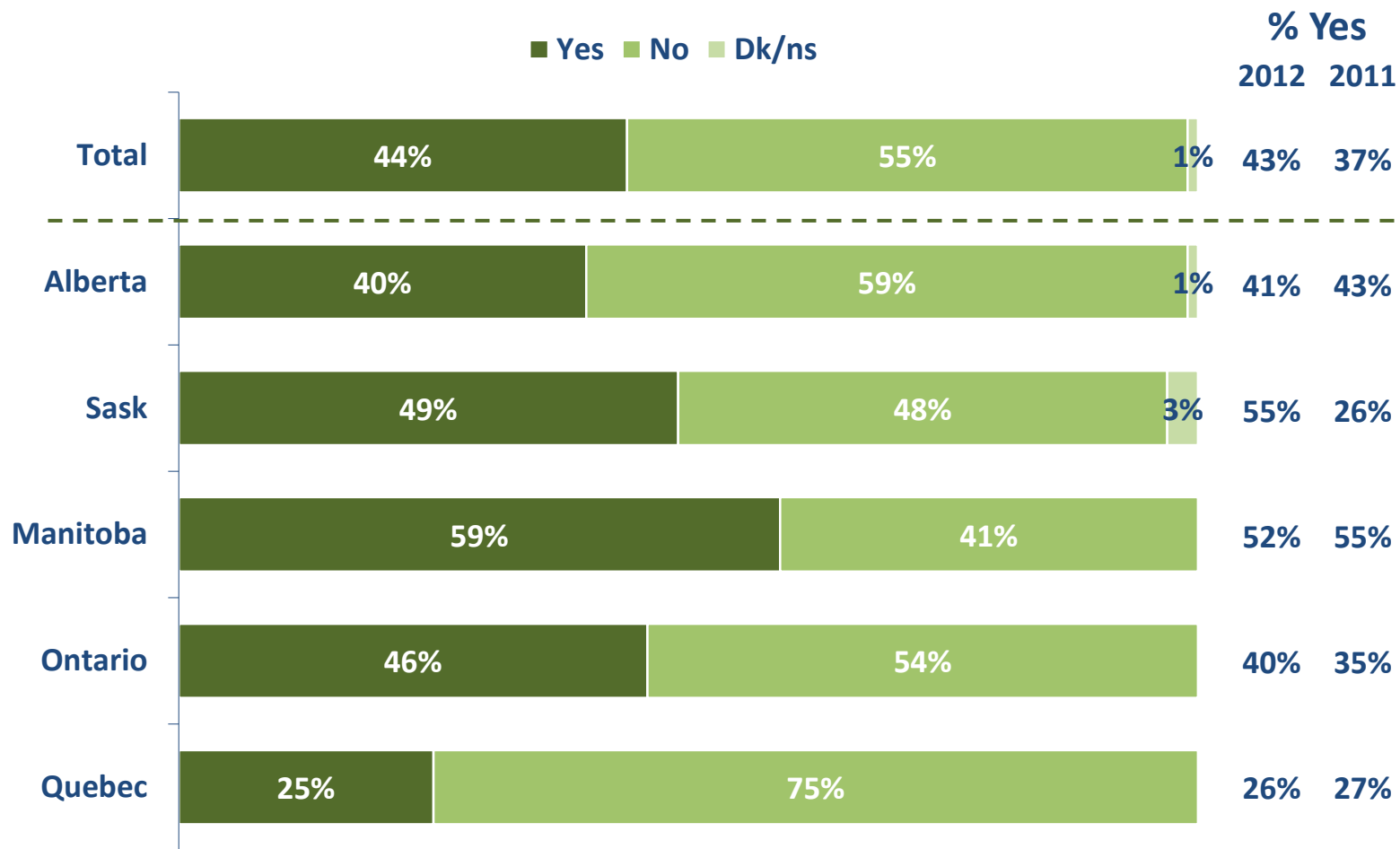
BASF Weed Resistance Wave 3

December 2013



- Findings in this report are based on an Ipsos Reid poll conducted between December 14th to 23rd, on behalf of ON Communications and BASF.
- For this survey, a sample of 500 farmers from Ipsos' producers panel was interviewed by telephone. To be eligible for the survey, producers had to grow a minimum of the following:
 - Western Canada: minimum 640+ acres of cereal, canola or pulse crops
 - Eastern Canada: minimum 250+ acres of corn and soybean
- A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-4.3 percentage points, 19 times out of 20, of what the results would have been had the specified population of producers in Canada 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.
- Where applicable, survey results have been tracked and compared against 2011 and 2012 results

Suspect Herbicide Resistant Weeds – by Region



Q1. Are there any weeds on your farm that you suspect are resistant to herbicides?

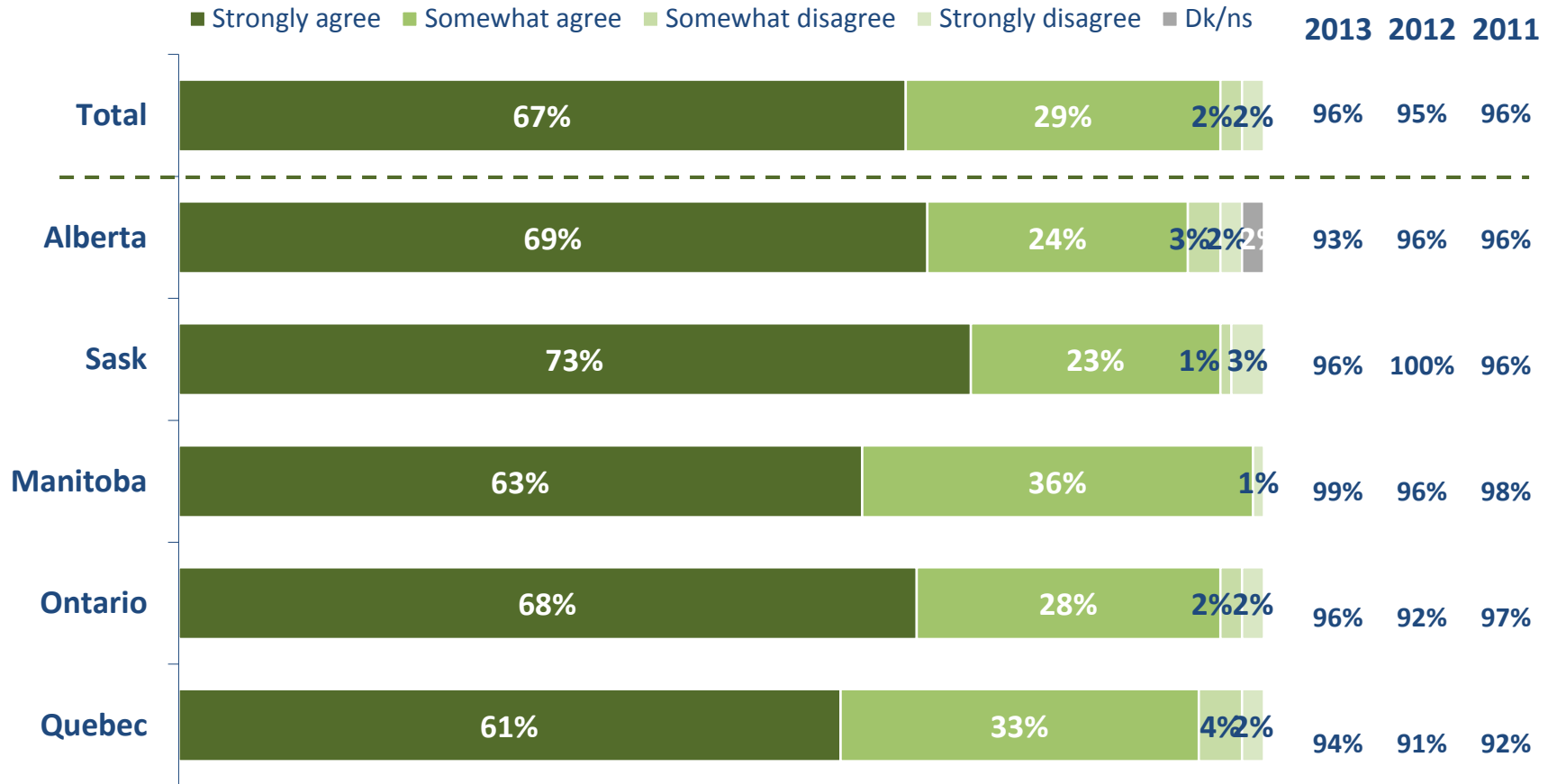
Base All respondents n=500; Alberta n=100; Saskatchewan n=100; Manitoba n=100; Ontario n=100; Quebec n=100

Attitudes to Using Multiple Herbicides as a Weed Management Strategy

I use herbicides from more than one herbicide group in my herbicide program to manage my weeds

%
Agree

2013 2012 2011



Q2. I use herbicides from more than one herbicide group in my herbicide program to manage my weeds

Base All respondents n=500; Alberta n=100; Saskatchewan n=100; Manitoba n=100; Ontario n=100; Quebec n=100

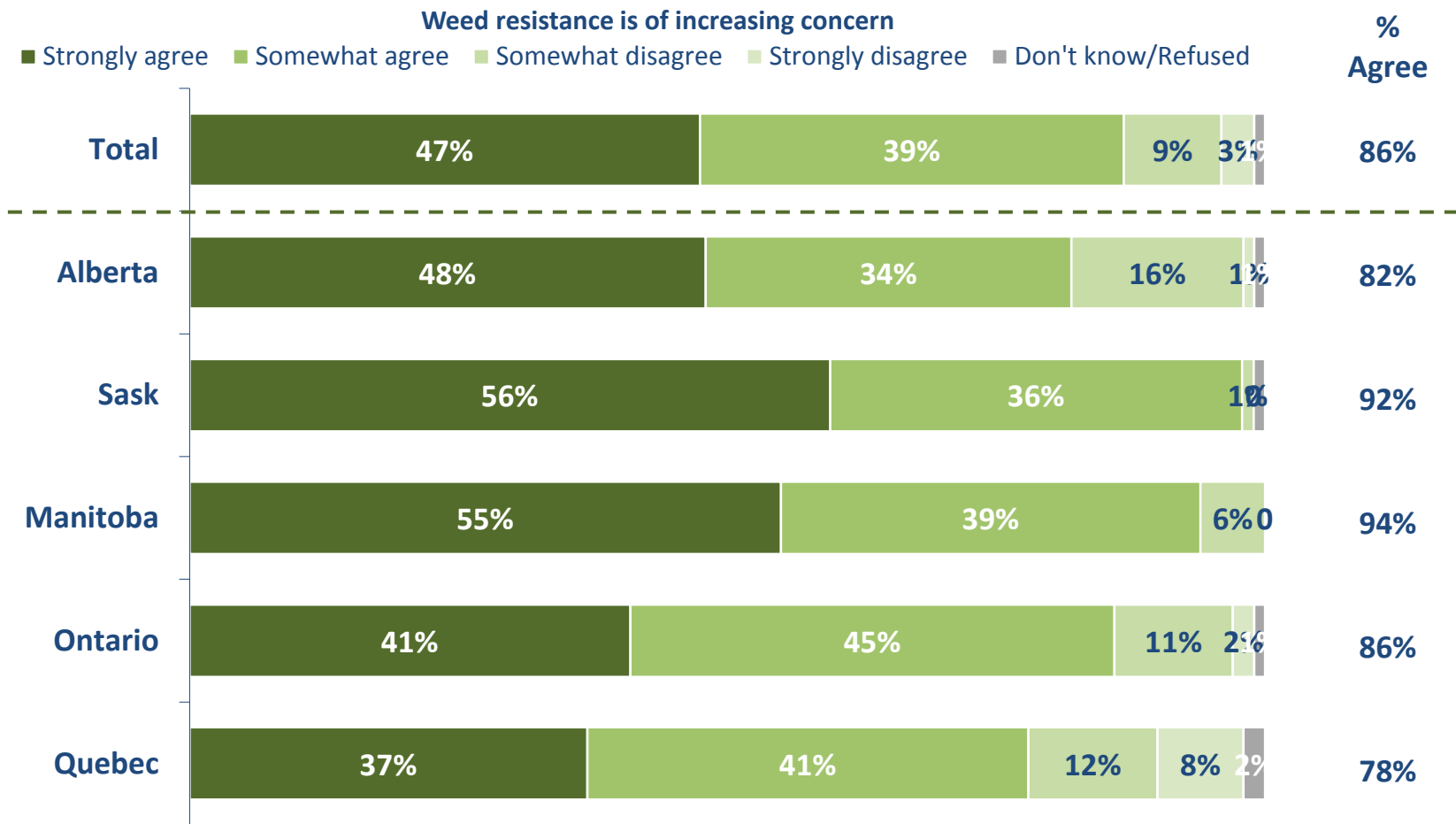
Attitudes Towards Crop Rotation as a Weed Management Strategy



Q2. Crop rotation is an effective weed resistant management strategy

Base All respondents n=500; Alberta n=100; Saskatchewan n=100; Manitoba n=100; Ontario n=100; Quebec n=100

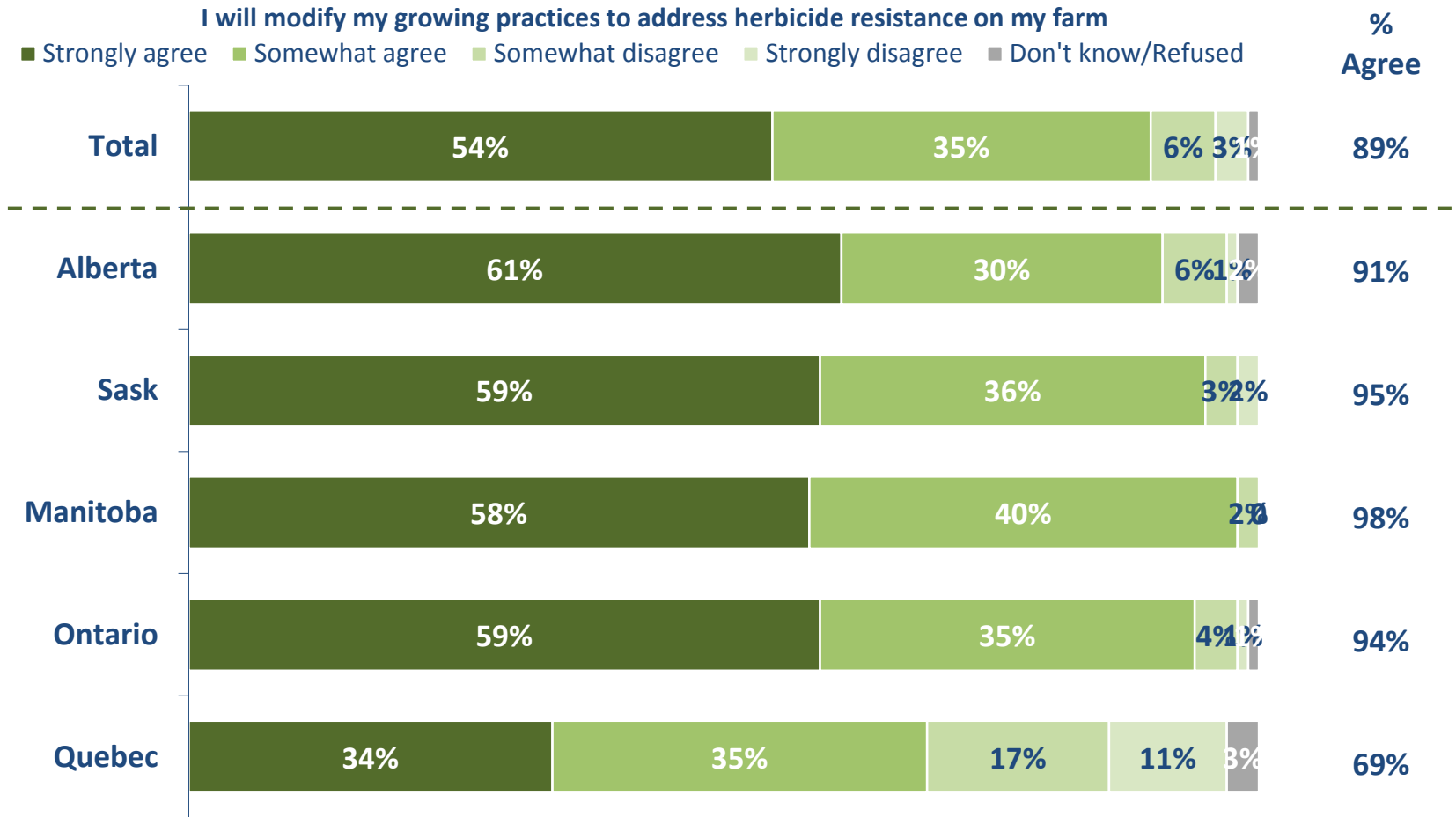
Attitudes Towards Weed resistance is of increasing concern



Q2. Weed resistance is of increasing concern

Base All respondents n=500; Alberta n=100; Saskatchewan n=100; Manitoba n=100; Ontario n=100; Quebec n=100

Attitudes Towards Modifying growing practices to address herbicide resistance



Q2. I will modify my growing practices to address herbicide resistance on my farm

Base All respondents n=500; Alberta n=100; Saskatchewan n=100; Manitoba n=100; Ontario n=100; Quebec n=100