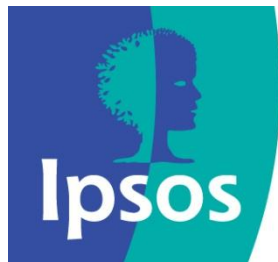


# While Most Growers Recognize and Will Adjust Growing Practices for Problematic Herbicide Resistance, Fewer than Half (44%) Suspect They Have It

Public Release Date: Tuesday, February 18<sup>th</sup>, 2014, 1:00 PM EST



**Ipsos Reid**

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## **While Most Growers Recognize and Will Adjust Growing Practices for Problematic Herbicide Resistance, Fewer than Half (44%) Suspect They Have It**

**Toronto, ON** – According to a third annual herbicide resistance poll conducted by Ipsos Reid on behalf of BASF Canada Inc., most growers share a concern about weed resistance and plan to combat it by changing their growing practices, although less than half suspect they have these troublesome weeds.

Nine in ten (86%) growers ‘agree’ (47% strongly/39% somewhat) that ‘weed resistance is of increasing concern’ for them, while just one in ten (12%) ‘disagree’ (3% strongly/9% somewhat) and 1% don’t know if this is a concern.

A similar nine in ten (89%) ‘agree’ (54% strongly/35% somewhat) that ‘they will modify their growing practices to address herbicide resistance on their farm’, while fewer than one in ten (9%) ‘disagree’ (3% strongly/6% somewhat) and 1% aren’t sure if they will.

While most growers are aware of and are taking preventative measures to combat herbicide resistance, fewer than half (44%) actually suspect that there are any weeds on their farm that they suspect as being resistant to herbicides, while more than half (55%) don’t have this suspicion and 1% don’t know.

Nearly all (96%) growers ‘agree’ (67% strongly/29% somewhat) that ‘they use herbicides from more than one herbicide group in their herbicide program to manage their weeds’ while just 4% ‘disagree’ (2% strongly/2% somewhat) that they do this.



Similarly, nearly all (98%) 'agree' (74% strongly/23% somewhat) that 'crop rotation is an effective weed resistant management strategy' compared to only 2% who 'disagree' (1% strongly/1% somewhat) that this is an effective strategy.

*These are some of the findings of an Ipsos Reid poll conducted between December 14<sup>th</sup> to 23<sup>rd</sup>, 2013 on behalf of BASF Canada Inc. For this survey, a sample of 500 farmers from Ipsos' producer panel was interviewed via telephone. To be eligible, producers had to grow a minimum acreage dependent on region. 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.*

-30-

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- 2 -

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