



“Best of Both Worlds” Product Portfolio



Channel® brand is joining forces with 10 Bayer seed brands to launch the new, enhanced Channel® brand. You'll still get the same excellent products and service you've come to expect from us. Now, you'll get:

- EXPANDED PRODUCT OFFERINGS
- GREATER LOCAL AGRONOMIC SUPPORT
- MORE DIGITALLY-ENABLED TOOLS

In the fall of 2024, we are excited to bring together exceptional products (selected by the local sales and agronomy teams) from our legacy brands to create an expanded portfolio of excellent products. This expanded portfolio will bring additional offerings to farmers and unlock future advancements and innovations.



Leading-Edge Solutions

Our Channel seed products are designed to perform in local conditions and developed with a rigorous selection process using field proven, precision-breeding technology to help farmers maximize plant vigor and yield potential. In addition to our elite product portfolio, our solutions for our growers extend outside of the bag to include accelerated innovation and digital tools .

Bayer is investing \$2 billion dollars in R&D leading the way in innovation for farmers. As we look to the future, we will offer leading edge solutions to our customers with the launch of VT4PRO™ with RNAi Technology* and Preceon™ Smart Corn System** as well as new ways to experiment with potential solutions for optimizing yield and profitability potential through our new business models solutions.

* VT4PRO™ with RNAi Technology corn products are expected to be commercially available for the 2024 growing season.

** Subject to final commercialization decisions, availability of the Preceon™ Smart Corn System is expected for the 2024 growing season.



Learn more



at Channel.com

Subject to final commercialization decisions, availability of the Preceon™ Smart Corn System is expected for the 2024 growing season. Bayer is a member of Excellence Through Stewardship® (ETS). Bayer products are commercialized in accordance with ETS Product Launch Stewardship Guidance, and in compliance with Bayer's Policy for Commercialization of Biotechnology-Derived Plant Products in Commodity Crops. Commercialized products have been approved for import into key export markets with functioning regulatory systems. Any crop or material produced from this product can only be exported to, or used, processed or sold in countries where all necessary regulatory approvals have been granted. It is a violation of national and international law to move material containing biotech traits across boundaries into nations where import is not permitted. Growers should talk to their grain handler or product purchaser to confirm their buying position for this product. Excellence Through Stewardship® is a registered trademark of Excellence Through Stewardship.

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ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS. B.t. products may not yet be registered in all states. Check with your seed brand representative for the registration status in your state.

IMPORTANT IRM INFORMATION: Certain products are sold as RIB Complete® corn blend products, and do not require the planting of a structured refuge except in the Cotton-Growing Area where corn ear worm is a significant pest. Products sold without refuge in the bag (non-RIB Complete) require the planting of a structured refuge. See the IRM/Grower Guide for additional information. Always read and follow IRM requirements.

Roundup Ready® 2 Technology contains genes that confer tolerance to glyphosate. Glyphosate will kill crops that are not tolerant to glyphosate. Insect control technology provided by Vip3A is utilized under license from Syngenta Crop Protection AG. Channel® and the Arrow Design® is a registered trademark of Channel Bio, LLC. Services and products offered by Climate LLC are subject to the customer agreeing to our Terms of Service. Our services provide estimates or recommendations based on models. These do not guarantee results. Consult with your agronomist, commodity broker, or other industry professional before making financial, farming, or risk management decisions. More information at <https://www.climate.com/legal/disclaimer/>. FieldView™ is a trademark of Climate LLC. Agrisure Viptera® is a registered trademark of a Syngenta group company. Respect the Refuge and Corn Design® and Respect the Refuge® are registered trademarks of National Corn Growers Association. Fontanelle Hybrids and Design®, Hubner Seed & Design®, Jung Seed Genetics & Design®, Kruger Seeds and Design™, Leaf Triangle Design®, Lewis Hybrids and Design®, REA Hybrids and Design™, RIB Complete®, Roundup Ready 2 Technology and Design®, Specialty and Design®, Stewart and Design™, Stone Seed & Design™ and VT4PRO™ are trademarks of Bayer Group. All other trademarks are the property of their respective owners. ©2023 Bayer Group. All rights reserved.



Before opening a bag of seed, be sure to read, understand and accept the stewardship requirements, including applicable refuge requirements for insect resistance management, for the biotechnology traits expressed in the seed as set forth in the Technology/Stewardship Agreement that you sign. By opening and using a bag of seed, you are reaffirming your obligation and agreement to comply with the most recent stewardship requirements.



We Are Channel® Brand

Connected to You

We want to get to know you and your fields. Channel® is a brand that is about people like us connecting with farmers like you. Yes, we deliver premium seed products designed for high performance potential. But what's really at the heart of Channel are the relationships we build throughout our communities. We foster a culture of true connectedness. We are dedicated to those we serve, engaged in local communities, and immerse ourselves in understanding your operation, your goals, and your field conditions.

Next-Level Experience

As a Channel customer, you'll experience our full commitment to your success through year-round, hands-on service designed to help you make the right decisions for your fields. Using the latest technology, including Climate FieldView™, your Seedsman will work to understand the needs of your operation and make field-by-field recommendations to maximize the profitability potential of every acre.

Because we understand that working to earn your trust every day pays off in increased yields and profit potential at the end of the season. Supported by a passionate team of agronomists and professionals, Channel Seedsman make it their mission to know you and your farm better.



We'd Like to Pay You a Visit

Or a series of visits, to be exact. Through something we call the Channel® Field Check Up Series, Seedsman visit customers throughout the growing season, leveraging Climate FieldView™ digital solutions to evaluate crops during their key stages of development. You can always count on your Seedsman to be there adding value to everything from planting and monitoring crop performance to prioritizing harvest. All the while documenting recommendations in a Custom Crop Report to facilitate planning for next year.



Let's See Where This Relationship Takes Us.
Channel is excited for the opportunity to listen to your needs and show you the difference a Channel Seedsman can make in your fields.

Scan the QR code below to talk about how we can get started today

