



Obsession II



Passion II

INTRODUCING

Seminis® Performance Series™ Sweet Corn Hybrids

The only fresh market sweet corn hybrids with dual modes of action for above-ground insects, corn rootworm protection and tolerance to Roundup WeatherMAX® and Roundup PowerMAX®

Reduces Insecticide Sprays

Seminis Performance Series sweet corn hybrids are the only products that provide both above-ground and below-ground protection from the broadest spectrum of insects which can help growers cut insecticide use by up to 85%.

Improves Weed Control

As the only sweet corn to offer the in-crop weed control benefits of Roundup WeatherMAX and Roundup PowerMAX, Seminis Performance Series sweet corn hybrids help growers prevent weeds from robbing vital moisture and nutrients in the soil resulting in better growth and maximum yield potential.

For Picture Perfect Quality

With advanced plant protection and improved weed control, you can expect outstanding yield potential as you harvest full, quality ears. Taste and nutrition value are on par with conventional sweet corn hybrids such as Obsession and Passion.¹

Sustainable Management Practices

Seminis Performance Series sweet corn hybrids can help reduce insecticide applications, conserving resources and protecting the environment while offering improved economic performance.

Seminis®

¹Data collected from 15 trials (10 internal and 5 external). Trials were located in FL, GA and MS in 2009 and NC, MD, NY, OH, IL, WI and MN in 2010.



The only fresh market sweet corn hybrids with:

- Dual modes of action for above-ground insects
- Corn rootworm protection

	Insect Control	Performance Series™	Competitor
Above-Ground	Fall Armyworm	2	1
	Corn Earworm	2	1
	European Corn Borer	2	1
	Southwestern Corn Borer	2	1
	Sugarcane Borer	2	–
	Common Stalk Borer	2	–
	Southern Cornstalk Borer	2	1
Below-Ground	Western Corn Rootworm Larvae	1	–
	Northern Corn Rootworm Larvae	1	–



Performance Series™



Conventional

Sweet corn products with the unique weed control benefits of Roundup WeatherMAX® and Roundup PowerMAX®.

Available for the fresh market fall 2011

Seminis® Performance Series™ sweet corn hybrids

Technical Information	Obsession II High Quality Shrunken	Passion II High Quality Shrunken	Temptation II Sugary Enhanced
Kernel Color	Bi-Color	Yellow	Bi-Color
Approximate Days to Maturity	80	81	72
Average Ear Diameter (in.)	1.8	1.7	1.9
Average Ear Length (in.)	8.0-8.5	8.0	7.5-8.0
Average Row Count	16-20	18-20	16-18
Disease Resistance*	Ps, Rp1D (HR); Et, Pst (IR)	Ps, Rp1D (HR); Et, Pst (IR)	n/a

Visit SeminisPlotTour.com to catch the season-long performance of NEW Seminis Performance Series sweet corn hybrids.

Contact your Seminis dealer, local sales representative or visit us.seminis.com.

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***Disease Abbreviations and Resistance Information Key**

The various Rp genes confer resistance to some, but not all, races of common rust. The effectiveness of a specific Rp gene or combination of Rp genes will be determined by the races of common rust which are prevalent in each growing area.

Ps = Common Rust; Et = Northern corn leaf blight (*Exserohilum turcicum*); Pst = Stewart's disease (bacterial wilt) (*Erwinia stewartii*)

HR = High Resistance. (The ability of a plant variety to highly restrict the activities of a specific pathogen or insect pest and/or to restrict the symptoms and signs of a disease, when compared to susceptible varieties. Varieties with high resistance may exhibit some symptoms when specified pathogen or pest pressure is severe. New and/or atypical strains of the specific pathogen or pest may overcome the resistance, sometimes completely.)

IR = Intermediate Resistance. (The ability of a plant variety to restrict the growth and development of the specified pest or pathogen, but may exhibit a greater range of symptoms compared to varieties with high resistance. Intermediate resistant plant varieties will still show less severe symptoms or damage than susceptible plant varieties when grown under similar environmental conditions and/or pest or pathogen pressure.)

Individual results may vary, and performance may vary from location to location and from year to year. This result may not be an indicator of results you may obtain as local growing, soil and weather conditions may vary. Grower should evaluate data from multiple locations and years whenever possible.

IMPORTANT: Produce Marketing: Performance Series™ Sweet Corn has received the necessary biotech approvals in the United States and Canada; however, approval has not been received in all major sweet corn export markets with functioning regulatory systems. Until all approvals in major export markets are in place, Performance Series Sweet Corn seed will only be available to licensed commercial growers who agree to the marketing stewardship requirements. It is a violation of national and international law to move material containing biotech traits across boundaries into nations where import is not permitted. Consult with your seed representative for current regulatory and stewardship information status.

Herbicide Information for Performance Series™ Sweet Corn: Make sure the intended use is approved in your state. Do not use this information as the basis for any glyphosate product other than Roundup branded agricultural herbicides. You must have the supplemental labeling for use on Roundup Ready® Sweet Corn and the product label with you when making the application.

Performance Series™ Sweet Corn IRM – Post-Harvest Requirements: Crop destruction must occur no later than 30 days following harvest, but preferably within 14 days. The allowed crop destruction methods are: rotary mowing, discing, or plow-down. Crop destruction methods should destroy any surviving resistant insects.

B.T. products may not yet be registered in all states. Check with your Monsanto representative for the registration status in your state.

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ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS. Roundup Ready® crops contain genes that confer tolerance to glyphosate, the active ingredient in Roundup® brand agricultural herbicides. Roundup® brand agricultural herbicides will kill crops that are not tolerant to glyphosate. Performance Series™, Roundup PowerMAX®, Roundup WeatherMAX®, Roundup Ready®, and Roundup® are trademarks of Monsanto Technology LLC. Seminis® is a registered trademark of Seminis Vegetable Seeds, Inc. ©2011 Seminis Vegetable Seeds, Inc.

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