

SmartStax Pro is Turning Pro with RNAi Technology

Welcome back to Jordan's Journal, where we discuss various companies and how they are revolutionizing the agriculture industry! For today's topic, we will be discussing Bayer's SmartStax Pro with RNAi technology.

Chances are if you are familiar with farming, you know one of the biggest challenges is minimizing the damage to crops done by bugs. Personally, at my grandparents' farm, they are always looking for the next best product they can use to protect their crops. Well, after speaking with Travis Coffman, an employee of Bayer who specializes in agriculture marketing, I can confidently report that SmartStax Pro with RNAi Technology is just that.

The billion dollar bug, otherwise known as corn rootworm (CRW), attacks corn at its root and when it's all said and done, has the potential to cause up to 15 percent yield loss. After doing adequate research in the corn belts of the United States, Bayer has since created the first triple action technology that adds a third mode of protection against CRW.

You are probably wondering what is so different about Bayer's product and what makes it worth buying. I'll give you the facts. While Qrome, a SmartStax Pro with RNAi technology competitor, is a viable product, it lacks the triple action technology that RNAi adds to SmartStax. Additionally, its root node injury score, on a 0-3 scale developed by Iowa State, is .97 where Bayer's product is below .5. While .97 is relatively low, that score would still allow for a loss of 29 bushels per acre based on a 200 bushel per acre yield.

When it comes to farming, every bushel counts, and with this information I would put my money on Smart Stax Pro with RNAi Technology to get the job done efficiently and effectively. That's all for today's journal!

Jotted,

Example B