

Customer E-blast

Measuring the true value of neonicotinoids in North America

A year ago, Bayer CropScience, Syngenta and Valent jointly commissioned an independent study on the socio-economic benefits of neonicotinoid insecticides in North America.

This independent research, conducted by AgInfomatics, LLC, has produced a comprehensive series of 13 reports demonstrating the value of neonicotinoids. The study looked at the U.S. and Canada, the agricultural as well as turf and ornamental sectors, and all uses of neonicotinoids – seed treatment and foliar and soil applications.

Reports are available at www.growingmatters.org along with news releases, fact sheets, videos and an infographic. Reports will continue to roll out through December.

These reports are intended to inform and balance the debate on neonicotinoids and pollinators at a time when our products are under review by regulatory agencies.

Recently, the EPA announced a 60-day comment period following publication of a benefits assessment report named [Benefits of Neonicotinoid Seed Treatment to Soybean Production](#). Although these reports are common within the EPA, we have concerns in how this report was generated and released to the public. These concerns range from targeting a single use rather than all relevant and registered uses without prior notification, uncommon and outside of the normal process established to the use of a limited and incomplete data set, upon further analysis. As a result, the conclusions reached in the report understate the value of seed treatments to soybean pest management and yield enhancement, safety to pollinators, and local agricultural economies.

Industry partners are actively responding to this report and we ask that you lend your voice too before the period closes on December 22. You can [post your comments](#) urging the EPA to review new information on the benefits of seed treatments and protect growers' rights to have choices in production practices for soy and other crops.

EPA's assessment used a limited data set, was incomplete, and undervalues the benefits that modern seed treatments provide to soybean growers and the economy overall.

More information about the AgInfomatics study and the EPA assessment is available at www.growingmatters.org. For more information, please contact (**Insert appropriate contact address**).