



Exciting New Europe-wide Knowledge Development & Transfer Initiative

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An exciting new pan-European initiative has been launched this spring by DEKALB to provide the best possible local corn and oilseed rape production improvement information, advice and support to growers and their advisers.

The DEKALB Technology Center (DTC) programme builds on the company's defining pillars of Partnering, Innovation and Performance with a network of strategically-located high performance hybrid corn and OSR knowledge banks.

"Through these field-scale testing and demonstration centers we are harnessing the latest precision farming technologies to generate detailed intelligence on the performance of our genetics under different farm conditions and the best ways of maximising it," explains Alex Teillet, Europe Technical Development Lead.

"We have already brought high definition soil mapping, variable rate precision sowing, satellite vegetation indexing, yield mapping and BioAg Alliance technologies together in integrated technical development work at 23 centers in eight different countries. As we roll the DTC programme out, we are progressively extending it from our initial corn focus to oilseed rape and adding extra locations."

As well as helping advisers recommend and farmers choose the most appropriate corn and oilseed rape hybrids for their individual needs and conditions, the industry-leading DEKALB programme is designed to provide practical advice on making the very most of the genetic power of the company's breeding in commercial practice.

Topical training events, demonstration days and advisory materials developed around them will also allow farmers and advisers to see the practical value of Precision Planting, BioAg Alliance and other emerging Monsanto technologies for themselves.

"Most importantly, the DEKALB Technology Centers underline our commitment to close partnership working with farmers and their advisers to develop and provide the integrated agronomic solutions they require alongside our high performance hybrids," Katrin Seggelke, Europe Brand Strategy Lead stressed.