

Dow AgroSciences

A Commitment to Science and Technology

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The big picture—the panorama of the turf and ornamental industry—hangs on two pegs. On one side, scientific advances within the industry make new products available to our customers. On the other, new technologies enable exploration, communication and service support beyond anything we could have dreamed but a decade ago. In the quest for continued improvement and innovation for lawn and landscape professionals, Dow AgroSciences has positioned itself to take full advantage of both scientific innovation and new technologies to speed the fruits of discovery to our customers.

Positioning for the Future

On January 1 of this year, DowElanco officially changed its name to Dow AgroSciences, reflecting its new status as a wholly owned subsidiary of The Dow Chemical Company. This followed Dow's acquisition of Eli Lilly and Company's portion of what was once a joint venture.

The consolidation and name change reflect our broad, strategic commitment to agricultural industries — from turf and ornamental, to crop production and urban pest control. They also strengthen our ability

to fund new scientific discovery through our traditional pest control products and to bring you, the customer, the technologies needed to stay competitive in a changing market.

Also critical to this initiative is our majority ownership of the biotechnology venture Mycogen, which researches, develops and markets genetically enhanced, insect-resistant crops. This collaboration will teach us even more about the science of agriculture.

New Products in the Pipeline

As we chart our course for the next millennium, we continue our commitment to commercialize one significant new product in a major global market each year. For example, the recent introduction of Conserve* SC turf and ornamental insect control offers turf and ornamental professionals a new product that uniquely combines the efficacy of a synthetic insecticide with the benefits of a biological insect control product. Even as you read this, potential new products are traveling through our scientific pipeline so that we can be the first to offer you new and improved ways to serve your customers.

Bringing it all to You

As technology drives our research forward, it also helps us to communicate it to you, to listen to you, and complete the circle by responding with more innovation.

Communication is the critical link between our 20 research centers around the world and your day-to-day needs.

Web Site Coming

One way we accomplish this is through Internet technology — specifically a new Web site to debut in early April. Log on for complete product information, along with usage tips and other additional helpful data. In the future, look for even more ways to communicate through cyberspace.

Secondly, we continue to educate and promote environmental stewardship through various national, state and local professional associations, such as Responsible Industry for a Sound Environment (RISE), The Professional Lawn Care Association of America (PLCAA), Golf Course Superintendents Association of



America (GCSAA), and various other local state and national associations.

And last, but certainly not least, we promote the human touch, with more than 25 sales and technical support representatives dedicated to the turf and ornamental marketplace. If you have a question or concern, we would like to hear from you at our Customer Information Center, 1-800-255-3726.

Dow AgroSciences has been a leader in the turf and ornamental industry for more than 20 years. With your help, we can continue that leadership role as the industry continues to evolve.



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