



DOEBLER'S TESTING

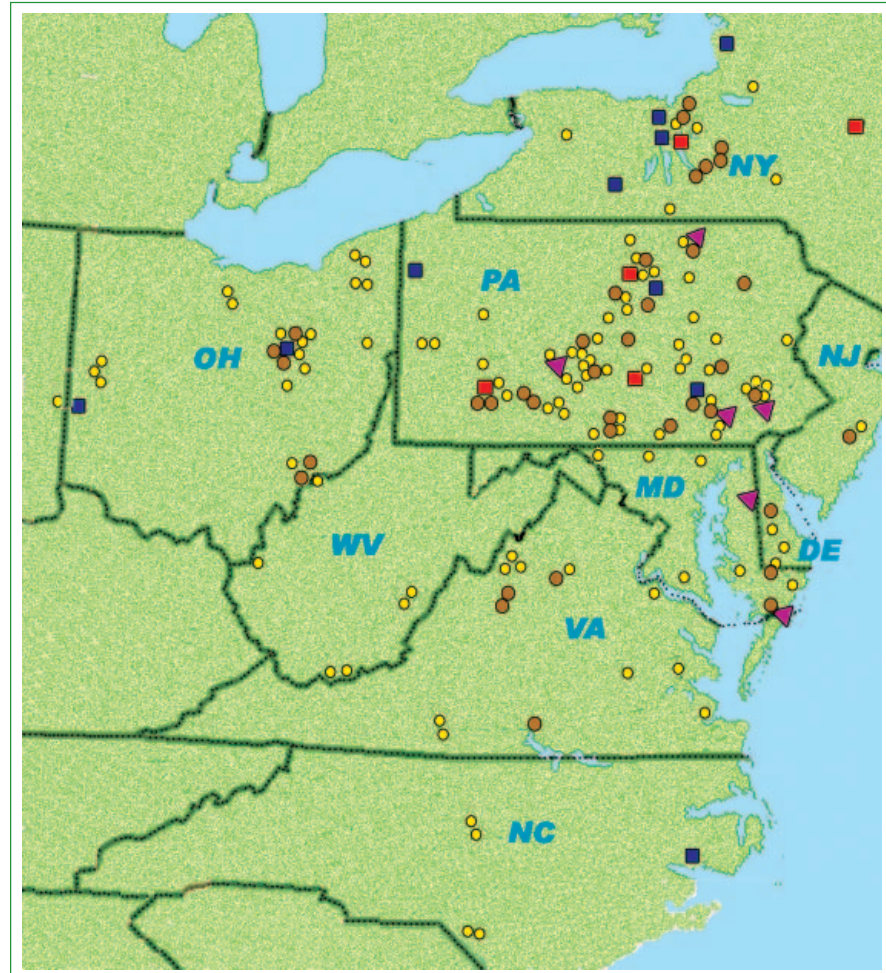
is the most comprehensive corn and soybean evaluation program of its kind in the East. We are dedicated to selecting high performance genetics adapted specifically for our market region.

Testing systems:

- **Market Advantage Trials (MAT)**
 MAT or mini-strip trials provide 10 regional evaluation and demonstration sites focusing on Doebler's latest brands and pre-commercial experimental products.
- **Wide Area Testing (WAT)**
 Doebler's currently has 17 WAT or replicated test sites across five states within our market region. Testing thousands of genetic combinations across varied environments provides us with the ability to predict an experimental product's commercial viability.
- ▲ **MAT and WAT (combined)**
- **Corn Strip Testing**
 On-farm strip testing provides opportunities for Doebler's customers to evaluate our newest brands alongside established brands in their local environments.
- **Soybean Strip Testing**
 Doebler's has numerous on-farm strip locations to test and evaluate soybean varieties suitable to Doebler's market region.

We're DOEBLER'S®
... "Your Regional Advantage"®

DOEBLER'S TEST LOCATIONS 2011





DOEBLER'S TESTING

Genetics First™



Market Advantage Trials (MAT) are a unique testing system that only Doebler's utilizes in the eastern United States. The trials measure genetic performance interacting with many different environments using this testing method. MAT testing sites evaluate current commercial hybrids and pre-commercial corns.

Market Advantage Trials (MAT)



The MAT testing system goal is to learn how the genetics needs to be managed on numerous soil types and environments. No regional seed company evaluates genetic performance in so many different environments as Doebler's. This information is fundamental for our growers to be able to choose the highest performing genetics and have the flexibility to select the appropriate technology.

Doebler's remains committed to providing "genetics first" with the flexibility and choice of value-added traits to meet our customers' individual needs.

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