

THE LIBERTY® HERBICIDE ADVANTAGE

SIMPLY BETTER WEED CONTROL AND MORE.

You need a reliable herbicide that won't fall down against tough-to-control and resistant weeds that rob your yields. **Liberty® herbicide provides simply better weed control.** Unlike anything on the market, its unique, patented formulation delivers **more performance, more crop safety, more consistency and more satisfaction.**



Liberty®

SUPERIOR PERFORMANCE

Why? Because of the unique patented formulation of Liberty.

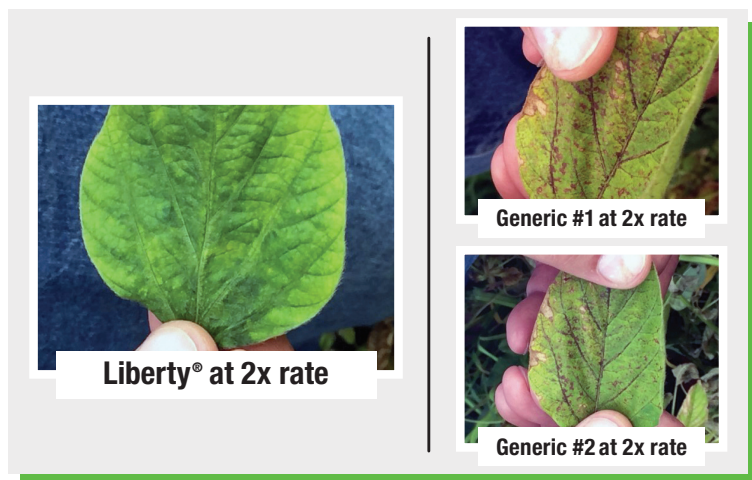
Comprised of the highest-performing components in the ideal ratio, the Liberty formulation has been perfected by more than 20 years of research, development and optimization, making Liberty stand apart from other glufosinate alternatives. Its optimized ratio delivers:

1. Better leaf coverage
2. Better retention of the leaf
3. Better absorption across the leaf

The overall benefit is greater leaf uptake and enhanced activity for superior weed control.

DESIGNED FOR LIBERTYLINK® CROP SAFETY

Specifically designed for LibertyLink®-enabled canola, corn, cotton and soybean crops, Liberty has been tested for the last 20 years on over 10,000 varieties to deliver proven results that don't cause harm to your crops. This same formulation has also been proven to be a crop-safe and effective herbicide with over 100 compatible tankmix partners, so you have peace of mind when it comes to the safety of spraying your crops.



Champaign, IL: Liberty® herbicide (left) and generic glufosinate alternatives at a rate of 2x (right). Crop damage can be seen clearly on the soybean crop leaves sprayed with generics #1 and #2.

TESTED OVER 10 DIFFERENT GEOGRAPHIES

TESTED AGAINST 5 IMITATOR PRODUCTS

TESTED ON MAJOR CROPS – SOYBEANS, CORN AND COTTON

TESTED ON LEADING GRASSY WEEDS

TESTED ON MOST TROUBLESOME BROADLEAF WEEDS

UP TO 15%

BETTER WEED CONTROL*

**Based on Bayer field trials across multiple geographies, in multiple crops, over two years, against both grass and broadleaf weeds, and against multiple competitive glufosinate products.*

CONSISTENT QUALITY. CONSISTENT PERFORMANCE.

To ensure you have consistent performance in the field, Liberty® production is held to the highest standards for consistent quality of the formulation – **all backed by Bayer.**

- Unique patented formulation
- Developed in a controlled, closed system
- Double-tested to ensure consistent quality
- Certified by the International Organization for Standardization (ISO)
- Expanded production efforts at Bayer’s Muskegon, MI, Kansas City, MO, and soon-to-be-opened Mobile, AL, plants.

97% SATISFACTION

With superior performance and proven crop safety, Liberty provides a dependable herbicide you can trust with every spray. Ranked with a 97% satisfaction rating, growers around the country believe in the reliable and unique control of Liberty.**

***2014 Ipsos Market Research*



We’re so confident in the simply better weed control of Liberty, we guarantee it will meet commercially acceptable control. Learn more at LibertyGuarantee.Bayer.us.

TALK TO YOUR RETAILER OR BAYER REPRESENTATIVE TO GET THE MOST VALUE WITH 0% SEASON-LONG FINANCING AND UP TO \$10/ACRE BACK WITH THE LIBERTYLINK® GROWER RESIDUAL PROGRAM.

