

# Media Release

**For immediate release**  
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## **Viterra illustrates commitment to environment through winter wheat partnership with DUC**

**Regina, Sask.** - Ducks Unlimited Canada and Bayer CropScience are pleased to announce a partnership with Viterra Inc. in their *Winter Cereals: Sustainability in Action* initiative. The project aims to establish 100,000 new acres of winter wheat across Western Canada in 2009.

As the premier delivery partner, Viterra will play a pivotal role in providing product and program incentives to help producers realize the benefits of growing winter wheat as part of a sustainable cropping plan.

Viterra's participation marks its latest contribution to the development of winter wheat as a cropping option. The Company began working with Ducks Unlimited Canada in 2005 and works closely with producers, assisting them with agronomic advice and offering improved winter wheat varieties, crop protection products, crop nutrients and flexible marketing options.

"Over the last three years, we have seen a significant increase of approximately 350,000 acres of winter wheat across the Prairies, illustrating the success of our partnership," said Mayo Schmidt, President and CEO of Viterra. "To date we have donated over \$1 million dollars in-kind for this important conservation program, supporting the sustainability of agriculture and making a lasting contribution to the environment."

"The Viterra partnership through the *Winter Cereals: Sustainability in Action* program is good for waterfowl, good for agri-business, and good for profitable and sustainable agriculture production for farmers," said Jeff Nelson, Executive Vice-President of Ducks Unlimited Canada. "Our partnership is a great example of agriculture and conservation interests working together and proof positive that what's good for the land, can be good for business, too".

"We are happy to have Viterra to join us on this exciting project," said Paul Thiel, VP Industry relations of Bayer CropScience Inc. "The success of this project will be dependent on many partners supporting the aim of growing winter cereals across the prairies to benefit wildlife habitats."

Winter wheat protects wildlife habitats by encouraging the development of nesting for waterfowl. Research conducted by Ducks Unlimited has shown that waterfowl that nest in winter wheat are 24 times more productive than those nesting in spring seeded cereals. Winter wheat also provides several benefits for producers, including the potential for higher yields, a more manageable harvest workload and flexible marketing opportunities.

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**Bayer CropScience**

