



For Immediate Release

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Viterra and Ducks Unlimited Canada Launch Winter Wheat Grower Incentive Program

REGINA, SASKATCHEWAN – Viterra Inc. (TSX: VT) and Ducks Unlimited Canada (DUC) are pleased to announce details of the 2009 Grower Incentive Program, part of their overall commitment to increasing winter wheat acreage across the Prairies by 100,000 acres. The Program is part of the *Winter Cereals: Sustainability in Action* initiative, a partnership between Ducks Unlimited and Bayer CropScience.

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 system.

Growers who sign a 2009 production contract with Viterra for delivery in 2010 will receive:

- \$4/acre rebate from DUC for eligible acres;
- \$2/acre rebate from DUC for the first 12,000 acres signed up; and
- Agri-product loyalty bonuses from Viterra on select products used for winter wheat crops.

A maximum of 320 acres per farm customer are eligible for the DUC rebate, based on a previous three-year average of winter wheat seeded acres.

Paul Thoroughgood, Regional Agrologist with DUC says this incentive program often helps first time growers make the move to winter wheat. “Winter wheat regularly yields 10 to 30 per cent higher than spring-seeded varieties. That economic advantage, combined with the agronomic benefits associated with winter wheat, makes it an attractive crop option.” Thoroughgood adds DUC promotes the crop because research has shown that waterfowl nesting in winter wheat are 24 times more productive than those that nest in spring-seeded cereals.

“Our successful partnership has had a direct influence on the rise of winter wheat acreage in Western Canada,” said Doug Wonnacott, Viterra’s Senior Vice-President of Agri-products. “Growers are recognizing the benefits of winter wheat including higher yields, reduced workloads and marketing flexibility. Also, through this important program we are supporting the sustainability of agriculture and making a positive impact on our environment.”

To sign up for the Grower Incentive Program or for more information, call Ducks Unlimited Canada at 1-866-384-DUCK (3825). You are not obligated to grow this fall by signing up.

Winter Cereals: Sustainability in Action is a program which showcases the important role winter wheat plays in sustainable agriculture. The program combines investment in research, working with producers and engaging additional partners to increase winter wheat acreage across the Prairies, and highlights an agricultural practice that is profitable and wildlife-friendly. The program is a partnership between Ducks Unlimited and Bayer CropScience with Viterra as the premier delivery partner.

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DUCKS UNLIMITED CANADA
AND BAYER CROPSCIENCE

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