



## FARMERS OF NORTH AMERICA

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### News Release

April 6, 2011

For Immediate Release

## MPOWER® HellCat® Takes on High Prices

Farmers of North America (FNA) members to begin receiving supply of HellCat®, a new Group 1 herbicide with the same active ingredient as Puma®.

HellCat will be available this spring to control grassy weeds in all types of wheat and barley. HellCat can be tank-mixed with a wide variety of broadleaf herbicides for a complete weed control solution.

The announcement culminates a process that began several years ago as FNA developed strategies to replace the dormant Own Use Import Program to drive competition in farm inputs.

While not predicting a dollar value on savings for farmers resulting from the launch of HellCat, AgraCity's Crop Protection Manager, Darren Palendat noted that the release of Aurora® with the same active ingredient as Horizon® saved farmers \$60 million in just 30 days in 2010. The launch of Aurora resulted in the competition lowering the price of cereal grassy weed herbicides by an average \$4 per acre in order to compete.

“The pricing structure we have created exclusively for FNA members makes it difficult for competitors to wiggle around the edges. So when FNA announces a new product like HellCat the competition has the choice of moving immediately to the best lowest price or risk losing market share,” Palendat said.

The pricing structure involves the new MPower Rewards system that returns cash rewards to FNA members based on final cost efficiencies and volumes realized. This passes on maximum value to FNA members in terms of the lowest prices in the market.

“This achievement is by FNA members for FNA members. The development, regulatory approval and entry to market could not happen without the full partnership of FNA members,” Palendat concluded.

- 30 -

*Farmers of North America is a farmer-Member based business with the single mission of “Improving Farm Profitability.” [www.fna.ca](http://www.fna.ca)*

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**MPOWER®**  
**HellCat®**  
fenoxaprop herbicide



*Improving Farm Profitability*