

# Introducing Genuity™ Brand

genuity™



Genuity™ is the name for Monsanto's first family of traits across corn, soybean, cotton and specialty crops. For the first time, many of the traits farmers count on now, and those yet to be introduced, will be organized together under one brand.

## Finding the Traits You Need

At a glance, farmers will know exactly what to expect from their traits because each icon represents the actual trait benefits that are inside each seed bag.



Herbicide  
Tolerance



Insect  
Protection



Weather  
Protection



Increased  
Productivity