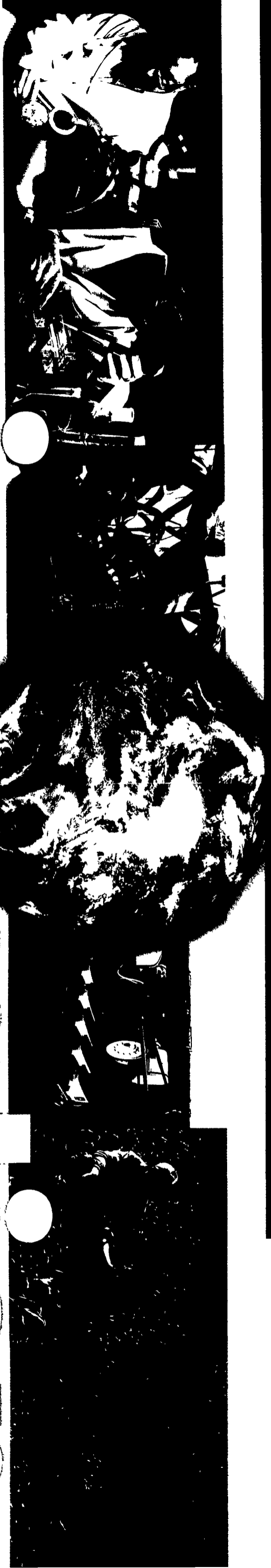


Now farming is as much about a strong mind as a strong back.



INNOVATION

NOVARTIS

Today you compete in a world that challenges your mind more than your body. Farming is no longer a local business. To succeed on a global level, you need the support of a global company. Which means you must use more and more innovative means to compete and to produce your crops efficiently. That is why Novartis Agribusiness invests over \$500 million in research annually. Here are some of the brands currently brought to you by Novartis:



Here are some of the current and pending NK® Brand innovations which give you the sophisticated choices you need to grow profitably now:

CURRENT INNOVATIONS:

Q-Bit® Bulk Seed Containers.....	1992
IM-Corn® (imidazolinone Herbicide Tolerance).....	1993
Bt Corn (European Corn Borer).....	1995
Bt Corn (European Corn Borer, Fall Armyworm, Southwestern Corn Borer, Corn Earworm).....	1996
Bt + IM-Corn.....	1996
Roundup Ready® Soybeans.....	1996
Potato Leafhopper Resistant Alfalfa.....	1996
Bt White Corn.....	1997

PENDING INNOVATIONS:

Bt High Oil Corn.....	1999
Bt + Liberty Link® + IM-Corn.....	1999
Bt + Liberty Link + Corn Rootworm + IM-Corn.....	1999-2001
Bt + Low Phytate Corn.....	2000-2002
Bt + Liberty Link + Black Cutworm + Corn Rootworm Corn.....	2000-2002
Bt + Higher Digestibility Corn.....	2000-2002

OUR GOALS:

Complete economic insect control in corn by 2002.
Complete economic disease and insect control in corn by 2005.

Q-Bit is a registered trademark of Novartis. Liberty Link is a registered trademark of AgrEvo USA Company. IM-Corn is a registered trademark of American Cyanamid Company. Roundup Ready is a registered trademark of Monsanto Company.



Novartis Seeds Innovation Drives Performance