

WEED RESISTANCE MANAGEMENT: STEWARDSHIP APPROACHES. Michelle R. Starke, Harvey L. Glick, and Greg A. Elmore, Product Stewardship Manager, Director of Scientific Affairs, and Soybean Technical Manager, Monsanto Company, St. Louis, MO 63167.

Product stewardship is a fundamental component of responsible customer service in every business. Glyphosate weed resistance management is a critical element of glyphosate herbicide stewardship, and is important to Monsanto both for customer satisfaction and to sustain the utility of the product. One of the first cases of a glyphosate resistant weed in the U.S. was a horseweed (*Conyza canadensis* (L.) Cronq.) biotype in the year 2000. Monsanto has implemented several management and mitigation strategies to help farmers control glyphosate resistant horseweed. These strategies include continuing education of growers, as well as extensive internal and external research on this weed species. Now, some five years later, we have the ability to take a retrospective look at the occurrence of this resistant weed, and the management and mitigation strategies put in place for it.