

LEGEND SEEDS ADVANTAGE

Your Regional Seed Leader



People Are Our Biggest Asset

FEBRUARY 2009

By Glen Davis, President, CEO of Legend Seeds

People are the most important asset Legend Seeds has. People (research team) determine what products we sell; DSM's, DSR's and dealers determine what level of service we provide. To a large degree, the success you have with Legend Seeds' products is the result of the dedication of Legend people. We believe if YOU, our customers are successful, then WE are successful. That's why we are proud of the people who make up the Legend Seeds team. Getting to know your Legend team will allow us to serve you better.



Who you buy seed from matters!!

It matters who you buy your seed from. Just because a company offers VT3 or 3000GT, these seed traits have to be coupled with the right genetic package to work with your management and environmental conditions, in order to give you the yields you need to return a profit. Traits aren't commodities – they are an enhancement to a genetic package.

Many companies are focused on their returns to Wall Street and foreign-owned investors. I often ask the question: who is most important to your supplier - their investors or their customers? Yes, I believe who you buy from makes a difference.

As your margins get tighter, we spend more time and invest more money in researching which seed will give you the best yields. As an independent regional seed company, we work with ALL genetic and trait suppliers. Unlike national seed companies, we are not tied to selling only the genetics developed by one company. We are committed to selling the genetics that work best in your fields – whether that's in De Smet, S.D., Mayville, N.D., Inwood, I.A. or Onida, S.D.

We employ a large research team. Larger than we need today, but not too large when we look ahead to where Legend Seeds and our customers will be tomorrow. We are planning ahead for the future so our customers can rest assured – as long as they are buying Legend Seed, they are planting the best performing seeds, with the newest technology in their fields. Today's technology is changing quickly and genetic life is getting shorter – at Legend Seeds we need to always be looking forward to bring you the best seed today and tomorrow.



Pumpkin update 2009

I had a chance to see Uncle Emery celebrate his 88th birthday the other day. As we talked about all the women in business and politics today he commented, that women will never be as successful as men because they don't have wives to advise them. Also, I started looking for just the right Giant pumpkin seeds. Just like corn and soybean, the right genetics will help grow bigger pumpkins. (Note I will be treating my pumpkin seeds with QuickRoots®). **ADVANTAGE**

Glen Davis
President

Soil Testing Saves Money: Increases Yield Potential

Like a secure bank account, what you put into your soil helps determine what you are able to take out - sometimes there's even some interest. To make sure your soil isn't overdrawn, Jim Fasching, Laboratory field representative with Midwest Laboratories, Omaha, Neb., says to soil test.

"In any given year, a producer needs to make sure they are putting on the correct amount of fertilizer, based on soil testing, to achieve optimum yields," says Fasching, who has worked in the field of soil testing and agronomy for 30 years.

With inputs soaring, it is more important than ever to understand where the nutrient levels are in your fields, insuring that they have the nutrients your seeds need for successful yields.

"Every year is a good year to soil test, however, this year is a particularly good year to test because of high fertilizer prices and the high yield potential in the hybrids planted today," Fasching says.



He adds that the better the soil test, the better understanding growers will have of their soil's needs.

"The smaller the area, and the more soil cores that a grower takes out of a field, the better the soil sample will be, as far as representing a field," Fasching says.

Today's hybrids have impressive yield potential. Higher nutrient levels are removed from the soil system and need to be replaced. Soil testing not only tells producers what their primary nutrient levels are, but can also determine which micronutrient may be at a deficient level.



Jim Fasching

"Many producers ask me about secondary or micronutrients. Each crop has certain micronutrients that it responds to, that can help increase yields," he says. "The application of that nutrient can result in positive yield responses."

If you have questions on soil testing, Fasching encourages growers to visit with their Legend Seeds dealer or DSM.

"I suggest that growers work with people locally. They are familiar with the soils and nutrient requirements for the crops grown in those areas - like the agronomist from their seed company - they are well trained on reading soil tests."

Once your seeds have germinated and your plants are on their way to maturity, Fasching says that plant tissue samples, collected during the early summer months, help growers gauge the nutrient uptake of their plants.

"Combined with a soil test, tissue sampling gives growers a lot of information to help determine if they are on the right track," he says.

To learn more about interpreting soil tests and plant tissue tests, visit Midwest Laboratories at www.midwestlabs.com and click on the "Library" link. **ADVANTAGE**

CALENDAR OF EVENTS

FEBRUARY	10-11: Alexandria Area Ag Show Viking Plaza Mall Alexandria, Minn.	FEB.	18-19: 2009 International Crop Expo Grand Forks, N.D.	AUGUST	18-20: DakotaFest Mitchell, S.D.
	10-14: Watertown Winter Farm Show Watertown, S.D.		24-26: Central Minnesota Farm Show St. Cloud Civic Center St. Cloud, Minn.		
	11: ND Corn Growers Association Holiday Inn, Fargo, N.D.	MARCH	3-4: Eau Claire Farm Show Indoor Sports Center Eau Claire, Wis.	SEPTEMBER	12-20: Clay Co. Fair Spencer, Iowa
	17: Northwest Iowa Ag Outlook Clay County Fairgrounds Spencer, I.A.		3-5: Hawkeye Farm Show Cedar Falls, I.A.		15-17: Big Iron West Fargo, N.D.

Seed Business is in My Blood

Ron Pyka has been involved in the seed industry his entire career. A farmboy from Spicer, Minn., he says it's the closest work he could find to farming.

"My grandfather and my dad had seed dealerships. I've always been involved with the industry," Pyka says. "It didn't turn out that I could farm, so it's about as close a way that I can farm without actually doing it."

Like his customers, Pyka says he enjoys working outdoors and watching the crops grow. Pyka joined the Legend Seeds team seven years ago. He had been working for another seed company. He says that Legend's regional focus was a change he appreciated.

"I appreciate the flexibility Legend has for marketing niches, bringing products that really fit to an area. That was definitely not what we had when I worked for a national company," he says. "As I watched products that worked disappear from my area and experienced getting out-voted at product development meetings, it is refreshing to now work with a company where I have leverage and a say in the seeds that are needed in my area."

Pyka adds that he has a lot more freedom to help his customers meet their yield goals.

"At the bottom of everything, that's the main goal for me – to help them plant the right seed for successful yields," he says. "I appreciate how aggressive Legend Seeds is in getting new technology and traits to our customers."

Helping him achieve this goal is his large, and growing dealer force.

"I can only meet so many people each day or year," he says. "Dealers know their neighbors and their neighbors' seed needs."

When Pyka isn't training dealers, or visiting with his seed customers, his time still revolves around seed and agronomic issues.

"I'm like a lot of farmers – their hobbies are closely related to farming. I read a lot and try to stay up on things that are related to what I do and self development," says Pyka, who lives in Spicer, Minn., with his wife, Diane. **ADVANTAGE**



Ron Pyka

Don't Let Seed Size Determine the Hybrid You Plant

By Matt Hubsch, Legend Agronomist

When it comes to selecting the hybrid seed that will perform the best in your fields, don't let your planter settings control your hybrid selection – just because a hybrid seed is smaller, larger or a different shape than your planter setting, doesn't mean you should select a lower-yielding hybrid.

You might be thinking, "Easy for Matt to say, he doesn't have to mess with my planter settings." Thanks to recent developments in planter technology, none of us have to mess with planter settings. Which, by the way, I, or your local Legend Seeds DSM would be happy to help you with your planter settings – remember, when you buy Legend Seeds, you are getting a superior seed, backed by a team of experts.

The technology I'm referring to is eSet. eSet stands for every seed every time. It is manufactured by Precision Planting, www.precisionplanting.com. It's a complete replacement kit that improves the performance of your John Deere or other equipment vacuum meters. According to Rock Arnold, owner of Arnold Brothers Seed and Fertilizer near Hazel, S.D., eSet works by using a flat cell instead of a cupped cell.



eSet allows you to plant the hybrids that will work best in your growing conditions, regardless of seed size.

"This improves the singulation of the seed and allows farmers to plant any size seed without making major adjustments to their planter," Arnold says.

Since he began selling eSet four years ago, he says area producers have been very happy with the product.

"They know they can now confidently place evenly spaced seed, in their fields without any added effort," he says.

Thanks to this technology, which allows you to plant any size seed with 99.9 percent accuracy, you don't have to let seed size dictate which hybrid you plant – you can now focus on the hybrid that carries the right technology traits to work in your unique growing conditions and produce optimum yields.

If you have any questions about eSet, feel free to give me a call, (605) 203-0744, or Rock Arnold, (605) 628-2730. Questions about which hybrid will yield the best in your fields? Contact your local Legend Seeds dealer or DSM. **ADVANTAGE**



LEGEND SEEDS ADVANTAGE

"Your Regional Seed Leader"

Your Seed's Journey Begins With Us

By Steve Fresk, National Sales Manager

As you fill your planter with bags of Legend Seeds this spring, consider the research, development, testing and production journey that went into each bag of seed to bring you the best seed genetics and technology to your field.

The journey begins with your local Legend Seeds' dealer and DSM. Each year, based on test plots and feedback from you and your dealer, our DSM's determine which seed hybrids and varieties we need to produce – this usually happens a year before a variety is released, which gives us the time to arrange for domestic production of the seed the following summer. One exception is if in the fall, one of our new experimental seeds looks like something our customers will need the following spring. At that point, we'll go to South America during the winter and take advantage of their summer to get seed to our growers by our spring.

Legend Seeds does not physically produce our own pedigrees, we work with all genetic and trait developers. However, we do conduct our own research and development.

Once we know what seeds need to be put into production for one of our regions, we contract with a growing and processing firm to produce the necessary amount of seed needed to meet our growers' needs. Take corn for instance – all Legend Seeds corn is grown by a specific firm that plants fields for Legend Seeds.

Producing seed

It takes several acres of ground to produce enough seed to meet our customers' demand – a planted acre of seed crop corn typically only produces about 70 finished bags of seed.

Most of our seed corn is produced in Western Iowa, Northern Iowa and Southwest Wisconsin. Understanding Mother Nature's influence, the company we contract with, produces our seed in several locations. The bulk of our seed is grown under irrigation so that we can produce the highest quality seed possible and receive predictable quantities.

Since the genetics start from two inbred parent lines – one male and one female, when a field is planted for seed production, a seed corn producer plants the male and female rows separately. The male rows are intended to deliver pollen and the female rows are where the ears are grown – I'm sure you or a friend remembers earning money growing up detasseling corn ... this is how we control which parent is delivering which trait.

If you were ever to see a Legend Seeds seed field – you probably wouldn't be too impressed. Seed crops are planted not for appearance, but for the end product – the hybrid we harvest and provide to you, our customer.

Unique harvest technique

To preserve the seed's germination and quality, hybrid corn seed crops are harvested somewhere between 35 and 38 percent moisture. They are harvested on the ear and dried down to 13 percent moisture in gas-fired dryers.

Once the seed corn is dried, it's shelled, processed, sorted for size, and treatments are applied. The seed is then tested multiple times for quality, genetic purity, trait purity, and germination. Your seed is tested a minimum of four times by Legend Seeds at an independent seed testing firm before it is bagged and delivered to you.

This entire journey occurs a year before you empty a bag of Legend Seeds into your planter.

Wait, one more step

We go through all the steps to discover, test, and grow the best genetics for you. Legend Seeds doesn't stop there – we provide you with service through our dealers, DSMs and agronomists to help with seed selection and even planter calibration.

Your yield success is our focus. Legend Seeds wants you to get the best genetic potential out of each seed you plant. **ADVANTAGE**



LEGEND SEEDS ADVANTAGE

"Your Regional Seed Leader"

I Like What We Stand For

Long before he joined the Legend Seeds team, Sam Geyer knew Glen Davis – Glen was Sam's high school Vo-Ag teacher.

"I grew up on a farm in the De Smet area. Glen was actually my Vo-Ag teacher my senior year of high school," Sam said.

Sam started working with Glen 14 years ago. He says that even though Legend Seeds was a young company at the time, he liked what it stood for.

"It was a local, small regional company based in De Smet," Sam said. "I appreciate that we back our seed with a lot of research so we can offer seed that will work well in this specific region. This gives us a unique advantage over the large corporate companies that have to do research for seed that will work over a large area."

Legend's research paid off for area farmers who planted Legend Seed this season. Sam says that some corn fields had yields as high as 240 bushels an acre (**LR9895VT3**).

"I enjoy getting to know my customers and spending time outdoors," he said. "It is rewarding to give them planting recommendations and products that result in high yields. With my farming background, I understand how important it is to profit on every acre."



Sam Geyer

When Sam isn't visiting with his customers, he enjoys spending time with his wife Connie, their three children or hunting and fishing. **ADVANTAGE**

All in the Family



David & Nate Firle

Farming in South Central Minnesota, in the Minnesota River Valley, David Firle says having a broad selection of seed to choose from is important to him and his neighbors.

"We need enough seed diversity to handle the different soil types we have in this area," says Firle, a corn, soybeans, green peas and sweet corn farmer and Legend Seeds dealer. "Our soil type can go from sandy soil, to heavy black soil, to peat – for this area we need to have a good product line to take care of the diverse needs of our customers."

Firle began selling Legend Seeds to his friends and neighbors about seven years ago, after his friend, DSM Ron Pyka encouraged him to try the seed.

"Ron asked if I would try the product and be a dealer. I tried it. The product has proven itself over and over again to produce very consistent and competitive yields," Firle says.

Farming more than 1,000 acres of land, Firle plants 100 percent Legend Seed. As a dealer, he enjoys helping his customers get the yields they are after. Recently his son, Nate, 21, joined the Legend Seeds team as a DSM.

"Nathan did his internship for Legend Seeds last summer and just started fulltime now that he's graduated," Firle says.

An agronomy/ag business graduate of Mankato State University and South Central College, Nate says he was interviewing for two other internships when Dave Gedge gave him a call and interviewed him.

"I moved to De Smet last summer and worked with Glen every day in the office. I don't think there is any other seed company I could have interned for where I would get to meet the president of the company – let alone work with him," Nate says.

After completing his internship, Nate says he was very excited when he was offered a part-time position as a DSM until he graduated.

"I appreciate working for an independent seed company and all that Legend stands for," he says. "I really love working with my customers – nothing beats getting out there and talking with customers."

Even though his dad is not one of his dealers, Nate says it's been nice having Legend Seeds in common.

"I've always been interested in agriculture, so we've always had that in common, now we have one more thing in common," Nate says. "I'm actually speaking at my dad's post harvest meeting next week." **ADVANTAGE**

"For this area we need to have a good product line to take care of the diverse needs of our customers."

–David Firle, Dealer

LEGEND SEEDS ADVANTAGE

"Your Regional Seed Leader"

From Cows to Campers: Gruenhagen Farms

In the late 1980s Jerry Gruenhagen, 64, says that what had been two quarters of his pastureland became Lake Thompson.

"I still have two quarters of farmland underwater," he says.

Making the best of the situation, Jerry and his son Jeff started Jerry's Country Estate, which today is home to 60 fulltime campers, a campground, and bait shop. The campground, which used to be some of their pastureland, is on their family farm only 8 miles south of De Smet, S.D.

When they lost their pastureland to Lake Thompson, Jerry had to cut his herd back from 500-head to 200 head.

"We started with Legend Seed when they started. We've stuck with them because their products were competitive with everything back then and today seem to be better than everything else."

—Jeff Gruenhagen

"Many of the campers have been coming here for 15 years now. They are our friends – but I'll take the cows over the campers any day," Jerry says.

Along with the campground, Jerry and Jeff, 40, farm about 3,000 acres of corn, soybeans, wheat, and hay and run 200-head of commercial cow/calf pairs. They raise all their own feed, and operate Gruenhagen Trucking.

"We do everything together," Jeff says. "My dad and I are partners in most everything."

The second and third generation to farm in the De Smet area, Jerry and Jeff say they've been with Legend Seed since the beginning. In fact, Jeff's brother, Jason, who farms with his in-laws near De Smet, worked in the seed warehouse when Glen first started.

Jason also started Gruenhagen Trucking, which to this day transports and delivers a lot of Legend seed.

"We started with Legend Seeds when they started," Jeff says. "We've stuck with them because their products were competitive with everything back then and today seem to be better than everything else."

Each year Jeff and Jerry do side-by-sides with competitor's hybrids.

"Just to make sure that we are making the right decision," Jeff says. "Legend products are excelling."

Last year the pair says their Legend corn yielded 5 to 10 bushel an acre better than the competitor and the Legend soybeans were 2 to 4 bushels better.

"It's nice knowing that with Legend you get the top performing hybrids for our area," Jeff says. "Since Legend is regional we know the seed works for our growing conditions right here."

Jerry says he's enjoyed seeing a local company grow.

"It's an awesome thing. They are getting bigger and are able to get more of the best products, do more research, and provide farmers with the newest commodities," Jerry says. **ADVANTAGE**



Jeff, 40, and Jerry, 64, Gruenhagen, farm together near De Smet, S.D. This father, son pair have been using Legend Seeds since the company began.



PROUD MEMBER OF



PSRT STD
US POSTAGE
PAID
Permit #22
Slayton, MN

**P.O. Box 241
De Smet, SD 57231**

**800.678.3346
FAX: 605.854.3135
EMAIL: info@legendseeds.net**