

LEGEND SEEDS ADVANTAGE

"Your Regional Seed Leader"



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Recipe for Success

By Glen Davis, President, Legend Seeds



Recipes are important. Just ask grandma! We've just wrapped up another holiday season where I'm sure many of you sampled some family favorites; which, if Grandma forgot a key ingredient in the recipe, I'm sure everyone knew right away.

When it comes to your farming operation and planning for the 2012 growing season, I encourage each of you to follow a recipe for success. Now, each of us goes about planning for the growing season differently. Just like Grandma, some of us have our recipes memorized – we use the same one year after year and hope our yields are what we need to earn a profit.

Others like to use recipes that have a proven track record – even if that means substituting or adding a few new ingredients.

If you're a Legend Seeds' customer, you already have a key ingredient purchased – your seed. Working with your Seed Dealer and Legend Sales Agronomist, you've purchased seed that will excel in your fields and growing conditions.

Now, to maximize that seed's potential.

Each year, our team develops a recipe for success based on University research, data based on research we've conducted in our Knowledge Plots™ and by scouting your fields. This recipe includes information on planting rate and depth, row width, fertility and seed treatments – all management practices you can implement in 2012 to maximize yields and profits in each acre.

If you'd like to ensure you're following the right recipe, contact your local Legend Sales Agronomist or Seed Dealer for more information.

At Legend Seeds, our recipe for success is providing you with the RIGHT seed, the RIGHT knowledge, and the RIGHT team to achieve profit in 2012.

We are successful, only when you are!

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*"Each year,
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Eight Steps to Maximizing Soybean Yields

By Matt Hubsch, Lead Agronomist, Legend Seeds

Seed corn genetics and trait packages have changed dramatically throughout the past decade. Yield-protecting and enhancing characteristics for a vast array of soils and conditions are being developed all the time. But this is not the case with soybeans. Soybean seed is very much like it was 10 years ago. What does this mean for soybean growers? It means that efforts to maximize yield will need to come largely from awareness and management practices.

A great deal of research and testing of management practices has been conducted throughout the Legend region. I've compiled the results and developed a list of eight management practices that you can implement to maximize your soybean yields.

1. Fertility

Potassium levels should be your first area of concern. Potassium plays an important role in the growth of a soybean plant as it aids in respiration, drought and disease tolerance and encourages nodulation. In my experience, it's impossible to achieve maximum soybean yields without providing ample potassium. One bushel of soybeans requires 1.4 pounds of potassium.

Next, check phosphate levels. If phosphate levels are below 15 ppm, add phosphorus to your soybean fertility program. Also, trace elements such as iron, manganese and zinc, are essential to maximizing plant health and yields.

I would also suggest adding a slow-release, non-burning nitrogen fertilizer to your tank mix when spraying soybean aphids. Adding nitrogen will help ensure complete pod fill for those scenarios when atmospheric nitrogen is lacking. Using a slow-release nitrogen will greatly reduce the potential for plant tissue burn. You'll want to carefully consider your growing environment and the timing of the soybean aphid fungicide when selecting the right slow-release fertilizer.

Note: In ideal growing conditions, for example; plenty of moisture and growing degree days, I suggest following the 250-aphid-per-plant threshold established by our universities. However, in stressful growing conditions, it helps to spray before this threshold has been reached. The plant's seed production and energy levels suffer due to its inability to photosynthesize and thus create sugar properly.

2. Planting Dates

Historically, many producers held off on planting soybeans until soil temperatures warmed to near-germination levels

(55 degrees), which often meant not planting until mid-May. Research conducted by Iowa State University indicated that statistically, there is a 79% higher potential of achieving maximum yield by planting early May, versus the old rule of thumb of waiting till soil temperature warmed to 55°F, or till mid-May.

The simple reason is we only have a short window of time to capitalize on the extended days of sunlight. Remember, Summer Solstice occurs on the end of June, resulting in shorter days.

So, set your planting date for early May versus mid to late May!

3. Seed Treatments

Now that you'll be planting your soybeans earlier, seed treatments become an even more valuable tool. Because seed is in the ground longer, you'll want the "insurance policy" that seed treatments provide in terms of good emergence.

Seed treatments allow us to combat soil-borne fungus, which increases disease and insect-resistance in seedlings. Legend Seeds has been testing seed treatments for many years and we've seen an extremely high response to them – increases between 3 and 4 bushels an acre. This holds true even in those fields not prone to disease.

4. Inoculants

Ample bacterium is crucial for good nodulation, which is important for nitrogen fixation. This is why it's important to reintroduce bacterium to the soil every time we rotate back to soybeans. The use of inoculants is important as most fields don't have adequate bacterium counts.

Without inoculants, many soybean plants are deficient in nitrogen. Soils that have become anaerobic (deficient of oxygen) often due to flooding and compaction need bacterium to be reintroduced.

5. Proper Populations

Planting at the best population levels for your specific growing conditions also has a big impact on the performance of your soybean crop. It ensures adequate plant height, timely canopy closure and enhanced weed control. Properly timing of canopy closure helps regulate the temperature below



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the canopy, aiding in better pollination.

Your Legend Sales Agronomist has a graph that illustrates the ideal planting population and row width for your location.

6. Row Width

I feel that the best row width for achieving high-yielding soybeans is 15 to 20 inches. This spacing is wide enough to allow for good air movement and disease prevention but narrow enough to allow for quick canopy closure.

7. Weed Control

Volunteer corn is always a challenge for many producers in our area. The sooner volunteer corn is taken care of, the better soybean yields will be, according to a University of Nebraska study.

The study found that if volunteer corn was removed by the V3 stage of the soybean plant, yield reduction was 0.2 bushel per acre average. Whereas, if producers waited to control volunteer corn till the R1 stage of soybeans, the average loss per acre was 2 bushels.

Also, consider using a pre-emergence to control the first flush of weeds by V1 stage.

8. Fungicides

The use of fungicides in soybeans, for many has been a challenge; because the label suggests applying fungicide at the R3 stage. For many growers, this would mean applying fungicide after already applying their herbicide. To eliminate the added labor and expense, I suggest applying fungicide as a tank mix partner when applying the second pass of glyphosate.

Fungicides have many benefits. Along with protecting the plant against various fungi, they have been shown to enhance the overall health of the soybean plant.

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FFA Project Turned Business

Ken Scheiderer began selling seed while wearing the blue corduroy jacket of an FFA member.

"The members in our FFA chapter would sell seed to raise money. The 16 students who sold the most seed got to go on a Canadian fishing trip," says Ken, of how he got his start selling seed his freshman year in high school.

A top seller, Ken enjoyed the fishing trips, but he also developed an interest in the seed industry and has sold seed ever since. Today, he and his wife, Kelly, operate a Legend Seeds dealership on their 60-cow dairy farm near Edgar, WI.

"I planted Johnson Seed the year before they merged with Legend Seeds. I like working with them and Legend Seeds because they are independent seed companies – I don't support the Walmarts of the world – so I like working with independent seed companies," Ken says.

He adds that along with receiving great support from Steve Nielsen and Dan Volkert, he also appreciates the product performance and the expertise from his agronomist, Dan Matzek.

"Early maturities are really important here, as well as, the fact that they carry a good selection of conventional varieties," he says.

Recently Ken began managing a new Legend Seeds distribution warehouse in Athens, WI.

"It will be more work, but I really enjoy working with the down to earth people from the company."

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Ken & Kelly Scheiderer are Legend Seeds Dealers and dairy farmers from Edgar, WI.

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The Seed's Bought; Now What?

By Alan Hojer, Sales Lead

Before you made your 2012 seed purchase, your Legend Dealer or Sales Agronomist helped you select varieties that would thrive given your growing conditions and yield goals. Now let us help you maximize that seeds' potential.

Partnering for Success

As farmers there are many things we can control. Aside from Mother Nature, we can control the seed we select, the soil fertility, and many management practices which can ultimately result in increased yields and profits.

Now that your seed purchases are complete, don't forget to rely on your Legend Seeds team for information on those things you can control.

The amount of research done each year to help farmers better manage the things they can control is extensive. We know your time is valuable and often taken up doing what needs to be done to keep your operation running. This is why Legend Seeds invests time, money and resources to ensure that our team has the knowledge base, research and resources necessary to assist you in planning what you can control to meet your production goals.

Our team spends the time reading through University research, attending seminars, conducting our own research and determining what is applicable to you and your specific growing environment.

We are eager to share this knowledge with you, because we're only successful when you are!

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WHAT YOU HAVE TO SAY...Want to know what's working in your neighbor's fields? Check out what these Legend Customers and Dealers have to say!

ALAN ZOELLNER

Dealer, *Groton S.D.*

"I have been with Legend Seeds since day one, and can say I have had nothing but good service and tremendous products."

JOHN VAN HECK

Dealer, *Crofton, NE*

"I really like doing business with Legend Seeds. The staff at Legend are very helpful in all aspects of my seed purchasing decisions. With their independent platform of genetics and traits, they offer one of the largest selections of base genetics."

LARRY MILLER

Dealer, *New Hartford, Iowa*

"I really liked **LR 9807VT3**. It yielded 180 bpa-plus. The competitors in the same field yielded 150 to 160 bpa. It also had good standability, right up to harvest.

I also like the fact that Legend Seeds is independently owned. Legend has a "more

hands-on" agronomic service than the other companies out there do. I was so impressed with Legend Seeds that I decided to become a dealer this year."

MIKE HIRTH

Grower, *Ackley, Iowa*

"When other farmers had standability problems this year, **LR 9703RR** stood excellent in my field and yielded 190 bushels per acre.

I like the fact that Legend is independently owned and I like the Knowledge Plot and other test plots that Legend has for customers to see, providing us with "hands-on" agronomy. I really appreciate the customer service that I get from my Legend dealer, Kent Horner."

MIKE HEMMINGSON

Dealer, *Centerville, S.D.*

"**LR 9904VT3**, **LR 90043000GT** and **40J198VT3** performed well, they had good standability and good yields.

I appreciate the value Legend brings to my farm and my customers. My Legend Account Manager and team do a great job of servicing my business. I also like buying from a local company and the extra training I receive from the Knowledge Plots™."

TRAVIS RICHERT

Dealer, *Springfield, MN*

"I enjoy working with Legend Seeds because of its staff. The access of an Account Manager, Account Specialist and especially my Sales Agronomist to focus on different aspects of both my dealership and farm operation increases our profitability.

The **LS 21R29N** yielded 57 bushels per acre on my farm in 2011. I liked it because of its top-end yield potential and the ability to thrive in all of my soil types."

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Legend Has Answers

Randy Bush is a busy guy. He and his wife, Leann, farm 360 acres and raise beef cattle on their farm near Marcus, Iowa; along with farming he is the service manager and certified mechanic at Vermeer Heavy Equipment, a Sweet Pro mineral supplement dealer and sells Legend Seeds.

Like the seed customers he serves, he doesn't have time to wait to get answers when he needs them – and getting answers when he needs them is one of several reasons he likes working with Legend Seeds.

"The biggest thing about Legend Seeds is I can get an answer when I need one and I don't have to jump through hoops," says Randy, who uses 100% Legend products on his farm. "Knowledge is key. If I'm working with one of my customers and they have a question I can't answer, I can flip open my cell phone and get a hold of Mike Knight or someone else and get answers."



A fourth-generation farmer, Randy Bush, raises crops and cattle near Marcus Iowa.



Best Support Team in the Industry

When **Doug Malone** recommends a seed variety for his customers he calls on his own experience as a farmer for more than 18 years.

"I treat their seed buying decisions as if I were buying seed for my own farm. I

ask them a lot of questions; find out what their needs are and then think, 'if this was my farm and my needs, what seed would I use,'" says Doug, a Legend Sales Specialist who farmed near Lake Preston, S.D.

He says he has plenty of help in providing his customers with the best information possible to make the best seed buying decisions.

"Because Legend Seeds is the largest independent seed

company in our region, we have access to all the new traits and genetics on the market, which means we have the best products to provide to our customers," he says. "I'm also impressed by the support we are able to provide our customers. I firmly believe that we have the best sales and support team in the industry. Starting with our president, Glen, we all care about our customer's success."

Doug got to know Legend Seeds through Alan Hojer. Prior to joining the team at Legend, Alan and Doug worked together at Prairie Ag Partners, Doug was involved in agronomy sales.

"This is a perfect fit for me. I enjoy working with farmers one-on-one and helping them make the best decisions for their farm," he says.

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Thanks for Your Cooperation

Butch Brenden, Assistant Product Manager

As we continue to plan our 2012 zone plots, I and the Legend Seeds team want to send a big "Thank You" out to all those who help make our test plot program a success.

It's no secret that successful yields begin with the right seed. When our team makes seed selection recommendations, we use our background knowledge of your growing conditions coupled with data collected from our more than 350 zone plots throughout the Legend Seeds region.

Our successful test plot program is the result of amazing cooperation from customers and dealers throughout our region. We rely on these growers to plant and harvest these plots. Throughout the growing season our Legend Sales Agronomists visit these plots to record progress and visit with growers managing the plots to get their feedback on which varieties, hybrids and trait packages worked best and then provide this information to our dealer network, who pass the information on to you.

If you have any questions on our zone plot program, give me a call, 800-678-3346.

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A New Challenge Every Day

It is the people who made up Legend Seeds who first won **Doug Spaeth's** business.

"It was just like working with family," says Doug, who raises 1,650 acres of corn and soybeans near Mahnomon, MN, with his wife, Darlene. "The Legend Seeds team I work with are easy to get along with and know the products."

Working with a knowledgeable team matters to Doug, who has been farming since 1974.

"They help me find the best performing seed that we can plant on our farm," he says, adding that with today's profit potential, planting the right seed can really pay off.

"We've certainly seen tough times, but we just kept hanging on. In farming there is a new challenge every day and every year. These last few years with the corn prices, there is also more money and more opportunities available," Doug says.

Doug has been a Legend grower/dealer for quite a few years, he appreciates the extra income. He and his wife also sell crop insurance. **ADVANTAGE**



Doug Spaeth raises corn and soybeans near Mahnomon, MN. When he isn't farming, he and his wife, Darlene, enjoy traveling and spending time with their five grown daughters and their families.

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