

Selling Field X Field®

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JANUARY 2020

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

QUALITY PRODUCTS, PROVEN PERFORMANCE & EARLY ORDERS ARE KEY TO STRONG START



Latham®
HI-TECH SEEDS

by **JOHN LATHAM**
PRESIDENT

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Your hard work getting early orders of Latham® seed is greatly appreciated. Sales of Latham hybrids are up nearly 50% from last year and soybeans are off to a strong start. Our performance in the 2019 F.I.R.S.T. trials continues to show what a difference it makes to plant quality seed that's selected for specific geographies.

As of press time, Latham brand corn and soybeans have won 38 F.I.R.S.T. Trials. That's not even counting the eight additional wins we would have had if that plot data wouldn't have been rejected due to weather-related issues. By my count, Latham is #1 in our footprint this season with 28 corn wins. The second-place company had 17 wins, and third-place company had 15 wins. Latham Hi-Tech Seeds nearly matched the second and third place companies' combined wins!

Two Latham brand hybrids really rose to the top this year. **Latham 4937 VT2 PRO** had four wins for the second straight year. **Latham 5245 VT2 PRO** won six 2019 trials for 11 total wins since this hybrid came into our lineup. These two products provide a great opportunity for dealers in that maturity zone. Use Double Up to get customers and prospects alike to plant these two superstars!

Things continue to get better for Latham's corn program! We are thrilled that Lyle Marcus has joined us as Latham's Corn Product Manager, so now Mark Grundmeier will have more time to lead our

soybean program. Latham continues to differentiate on soybeans because of our genetics, quality and options.

Our soybean products had a strong performance in F.I.R.S.T. Trials with multiple traits this year. As Mark Grundmeier wrote in his December 2019 *TECHtalk* article:

"While Enlist E3™ soybeans have been grabbing all the attention, LLGT27 soybeans have been quietly performing very well for both weed control and yield. This new technology has a real opportunity to capture market share due to its outstanding performance plus the flexibility of using Liberty®, glyphosate herbicides or BOTH. Another reason LLGT27 appeals to farmers is because they're seeing much less stunting and better yields when LLGT27 soybeans are planted in fields with carryover of HPPD (group 27) herbicides."

We're looking forward to the start of calendar year 2020 with so much momentum underway. Please talk to your Latham RSM about which products and traits will work best for you going forward. Because we don't have shareholders to report to, the team at Latham Seeds only has our customers' best interests in mind. Let's continue the momentum and finish the 2019-2020 sales year strong!

3 REASONS WHY JANUARY IS A CAUSE FOR CELEBRATION!



by **AMY ROHE**
SALES MANAGER

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2019 is a year we will never forget. It was filled with challenges from planting to harvest, yet yields were better than expected. We formed stronger relationships with our customers because you listened to their concerns and helped them through these trying times. Your actions brought us to where we are right now...

Sales of Latham® brand corn and soybeans are up significantly from what went in the ground last year!

As the calendar turns to a new year, let's celebrate where we're at and plan how we will finish the year as strong as it began. Three reasons that Latham seed dealerships are growing:

1 Planning the Work

- Staying in front of customers all summer long showed your desire to understand their needs and wants. Walking fields led to conversations about early orders.
- Seeing customers throughout the summer and early fall led to more early orders.
- Building off what customers ordered for 2019 instead of what they put in the ground allowed you to increase key customer orders.

2 Working Sales Programs

- Latham's new Customer Volume and Double Up programs allow you to sell top-quality products at competitive prices. Many of our dealers are successfully using these programs to increase their percentage of each customer's business.
- John Deere Finance Program has closed more sales than ever, so don't leave a sales call without mentioning this program. If you're not familiar with the program, reach out to your RSM for more details.
- Alfalfa sales typically land with the first person who asks! Remember that alfalfa orders placed by February 15, 2020, will qualify for an early order discount of \$10/unit.

3 Promoting Product Performance

- Latham's Product Team introduced the 2019 lineup as stellar. But that's what you would expect them to say, right?
- Product Team members spent the summer months taking field notes and leading in-field product training sessions to help you become more comfortable with our products.
- Now the proof is in the great yield results. Look how Latham stacks up against the competition – as of press time – in the 2019 F.I.R.S.T. Trials that we have entered:

COMPANY	WINS
Latham Hi-Tech Seeds	28
Dairyland Seed	17
Wyffels Hybrids	15

Continue to look for sales opportunities in 2020 by focusing on:

- Meeting with customers who have NOT yet ordered.
- Touching base with customers whose orders are DOWN from last year.
- Revisiting customers who have already ordered to capture additional sales by adding a second or third Latham hybrid.
- Prospecting new customers.
- Selling until the last seed goes in the ground.

Making sales is truly a team effort at Latham Hi-Tech Seeds, and we're so thankful you're part of our team. Without your dedication and hard work, we wouldn't be where we are today. Increased sales means there's more seed to deliver than ever, so the next 60 days will be focused on getting seed shipped. If you haven't already heard from your sales account manager, expect a call soon.

We're looking forward to working with you to make 2020 the best year yet. Happy New Year! Happy Selling!

“LEGACY,” OUR ONE-WORD FOCUS



by **RYAN SCHON**
GENERAL MANAGER

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The true meaning of life is to plant trees under whose shade you do not expect to sit.

Nelson Henderson

We all know that most New Year’s resolutions fail before the calendars turn to February. But choosing one word that becomes your theme, a point of emphasis, or the focal point for your thinking is a resolution we all can keep.

In 2012 Jon Gordon wrote a little-known book called “One Word That Will Change Your Life.” That once obscure book later grew in popularity with the rise of Dabo Swinney, head coach of the two-time national champion Clemson Tigers.

Coach Swinney has been very open about his One Word choices each year and how he uses the One Word concept. He has focused on these words in the past: Believe, Love, Joy, and Purpose. These words may not be obvious choices for a head football coach, but they’re fitting for Swinney’s strong Christian faith. And it’s hard to argue with his success!

The Clemson Tigers clinched their fifth straight ACC Atlantic Division championship with a 55-10 win on Nov. 9, 2019, over North Carolina State. After that win, Coach Swinney said, “...I’m really proud of these guys. It’s hard to make history. It’s hard to do things that have never been done, especially with some of these teams that we’ve had over the last few years. This team just continues to separate itself and kind of live its own legacy if you will.”

We can take a page out of Clemson’s playbook by focusing on One Word, “legacy.”

Farming, more than many other businesses, is inherently a legacy-building business. A farmer’s dependence on the soil, on the community and on the environment make it impossible to build a farming legacy any other way.

According to the 2017 USDA Ag Census, U.S. farmers can be divided into three groups. There are about 800,000 to 900,000 farmers in each group: (1) farmers younger than 55; (2) farmers ages 55 to 65 years old; and (3) farmers older than 65.

We must understand the unique challenges facing each legacy stage, and then help farmers conquer them. The act of leaving a legacy can be compared to passing a baton, says John Maxwell, New York Times bestselling author, speaker, pastor and business coach. The most important moment in a relay race is the passing of the baton. Maxwell says that our society should put that much credence on sitting at the feet of our elders and allowing them to transfer to us the legacy of their lives.

Legacy has been a major theme for Latham Hi-Tech Seeds, and you can expect this theme to continue in even bigger ways as we finish the 2020 sales year and growing season.

**Prepare for continued legacy
building into 2021!**

BUILD COMMUNITY, BUILD AWARENESS



by **LAURA CUNNINGHAM**
MARKETING MANAGER

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As a business owner, you have both the honor and the responsibility of supporting your community. Engaged citizens are needed to provide knowledge, skills and financial resources to enhance the quality of life in a small town. This doesn't mean you must give away your time nor money to every event or good cause that comes your way. Instead think of ways you can "invest" in your community, creating win-win opportunities for both your Latham® seed dealership and your small town.

Always set a budget and stick to it, or you may find every non-profit and charitable organization in the county asking for support. There are so many worthwhile causes, but none of us have unlimited time or money. That's why it's best to consider putting your sponsorship dollar where your interests – and your customer's interests lie.

Below are three ideas to help you build community through your Latham® dealership:

1 Youth Sports Sponsorship. Sponsor a high school sports concession night when your school plays a neighboring school. (Bonus if it's a well-attended local rivalry because you can raise funds for youth sports, as well as awareness of your dealership amongst community members in two towns in your territory!) Donate Latham® Seeds branded popcorn bags. Then create an ad like this one that the game announcer can read during the games:

"Fans, for each bag of popcorn (or concession item of your choice) purchased during tonight's game, you will receive a free soda courtesy of (your name), your local Latham Hi-Tech Seeds Dealer from (your hometown). Go (name of your team)!"

2 "Give FFA Day" Challenge. Issue a challenge to neighbors and businesses in your small town during National FFA Week for "Give FFA Day" on February 25, 2020. Online tools make this process even easier than in years past. Set up an online giving platform by clicking "Fundraisers" on the left menu of your Facebook News Feed. Then click "Raise Money" and Select "National FFA Organization" as your charity. This will set up an online platform for community members and businesses to support the work of the National FFA Organization. "Invite" options make it easy to invite your



Facebook friends and neighboring businesses to participate. Then create a simple video on your phone about the impact FFA has had on your family and local community and make a pledge to match donations (up to \$ amount) made to your online fundraiser and donate those matching funds to your local FFA Chapter. Make sure to create a follow-up post with the results and take your promotion offline as well by writing a press release with a photo of your matching donation. Latham's marketing team would be happy to assist with this to help broaden the reach of your project!

3 Host a breakfast during National Ag Week, March 22-28, 2020. Oftentimes these breakfasts are coordinated by the local chamber of commerce or an FFA chapter. Perhaps you could sponsor a keynote speaker that would result in free radio time for you. Another idea is to donate Latham-branded table service and/or Latham Gear as a door prize.

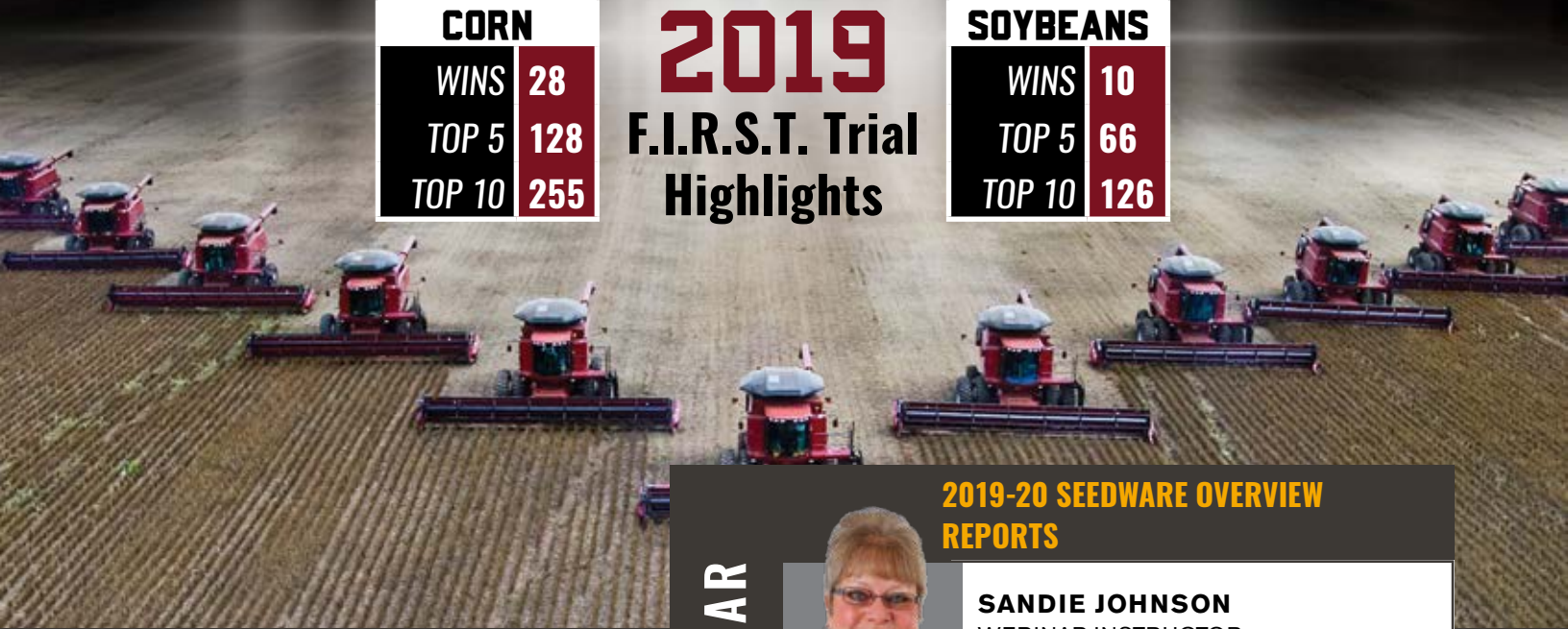
Research shows people want to support businesses that support their interests. That's why the "right" local sponsorship opportunities can help build your brand and increase your seed sales. If "increase community support" is one of your 2020 goals or resolutions, Latham's Marketing Team is here to help you reach it!

STRENGTH IN NUMBERS

CORN	
WINS	28
TOP 5	128
TOP 10	255

2019 F.I.R.S.T. Trial Highlights

SOYBEANS	
WINS	10
TOP 5	66
TOP 10	126



SEEDWARE WEBINAR

2019-20 SEEDWARE OVERVIEW REPORTS



SANDIE JOHNSON
WEBINAR INSTRUCTOR
641-692-0333 / sandiej@lathamseeds.com

Wednesday, January 15, 2020 7:00 AM
Thursday, January 16, 2020 8:30 AM

TO PARTICIPATE:

1. Call or email Sandie to get registered.
2. You will receive a notice via email. Please confirm your registration by clicking "register now."
3. Reminder emails will be sent prior to the webinar.
4. When the time has come for your session to start, join by clicking the link received via a confirmation email.
5. Watch, listen and learn!

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Selling FieldXField®

Published monthly for Dealers of Latham Hi-Tech Seeds, focusing on seed sales tips, trends and information from around the seed industry.



BUZZWORD!

by Ann Richmond Fisher

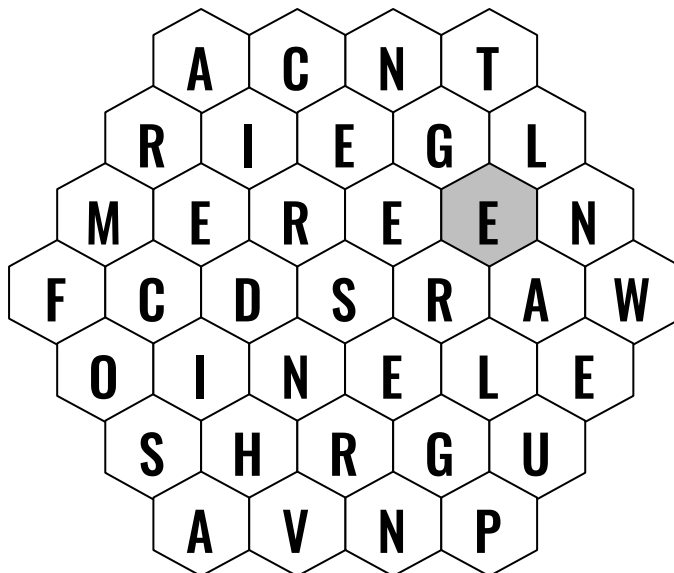


The shaded E and the six letters surrounding it spell **GENERAL**, which matches one of the clues below. Find 7-letter words for the remaining clues. Circle the center letter of each word.

1. high military rank: GENERAL
2. glaze or lacquer _____
3. repeal a decision _____
4. revitalization _____
5. drug without a trade name _____
6. refined or well-mannered _____
7. tool for clearing toilets and drains _____

Now unscramble all 7 of the center letters to spell today's BUZZWORD.

smart guy: _ _ _ _ _



NEW YEAR! NEW STYLE!

New seasonal Latham Gear options are now available on the webstore. Get a sneak peak below!

MEN'S



PORT AUTHORITY® SLUB CHAMBRAY SHIRT

Represent Latham Seeds at winter agronomy meetings or planning meetings with your customers. Washed chambray and off-white contrast stitching give this casual shirt an authentic, laid-back look. This product is available in grey and light blue.



PORT AUTHORITY® BACK-BLOCK SOFT SHELL JACKET

This sleek, tech-inspired softshell jacket resists wind and rain. Featuring a unique color block look, this \$50 jacket can serve as a welcomed “thank you” to your customers. Warm and waterproof, it is 100% polyester woven and shell-bonded to a water-resistant film insert plus a 100% polyester microfleece. Find both men’s and women’s jackets on our webstore.



TRI-MOUNTAIN BAY WATCH JACKET

It's never too early to brainstorm spring gift ideas for your customers. Accompany their seed delivery with this insulated, hooded nylon jacket. Proven to be windproof and water resistant, this reliable jacket won't let you down in any season.

WOMEN'S



PORT AUTHORITY® LADIES STRETCH HEATHER OPEN NECK TOP

With an elevated heather look, this style has plenty of stretch for unrestricted movement. Layer this moisture-wicking top or let it stand alone with an elegant neckline and smooth lay. This style is also available in black, grey and blue.



OGIO® ENDURANCE LADIES LONG SLEEVE PULSE CREW

Layer the Ogio® Endurance Long Sleeve under a nice vest or pair with a scarf. The breathable, light-weight poly top brings versatility of comfort and fashion. This is also available in black, grey and red.



PORT AUTHORITY® LADIES MARLED COCOON SWEATER

Wrap yourself in a cozy cocoon designed with exceptional drape and unrestricted movement. The cotton and acrylic material allow this sweater to be dressed up or down. Three-fourths-length sleeves and knit cuffs keep the sleeves right where you want them. This sweater is also available in black heather.

STRONG SUPPLIES REMAIN OF THESE TOP-PERFORMING HYBRIDS



by **LYLE MARCUS**
CORN PRODUCT MANAGER
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It's been a pleasure meeting many Latham® dealers at our 2019 Post-Harvest Huddle meetings. I look forward to the opportunity to meet those of you unable to attend at a future meeting.

One of the key topics discussed during these meetings was the effects of late corn planting in 2019. Relative to the national average, Iowa, Minnesota, North Dakota and Wisconsin experienced fewer delays in corn planting, which resulted in some very good yields. Planting dates in South Dakota and Nebraska ended up closer to the national average, resulting in a larger variation of overall performance. Based on the data collected from Latham MiniStrip and SuperStrip plots along with F.I.R.S.T. Trial and state yield trial results, we found corn yields much better than anticipated when looking at fields last August.

As you look toward the 2020 planting season, continue to assess the needs on your individual fields and those of your customers. Look back at the plan you had in place for 2019 and build your 2020 plans as close to that as possible. The success expected in 2019 should not differ from the success you expect in 2020.

Latham brand corn products showed excellent potential in all marketing areas, and sales results reflect the confidence you have in our products. Your sales efforts have resulted in us selling out of a number of popular products. If you find a desired trait version of a hybrid sold out, take a look at using an alternative version that we offer of that hybrid. If you missed our recent meetings, please contact your RSM for a summary of our 2019 results to aid you in finding good solutions.

Some hybrids to keep in mind:

LH 3035 VT2 PRO– Placed #2 in Grafton, ND MiniStrip and #4 in Radium, MN MiniStrip. The very early flowering date of this hybrid allows it to move north of zone very well. Key attributes are great stalk and root strength plus disease tolerance.

LH 3117 VT2 PRO– Offers you an early flowering hybrid with great late-season plant health. Shorter plant height to manage residue and great test weight.

LH 3690 and LH 3692 RR– Additional versions of LH 3695 VT2 PRO offer the same great agronomic characteristics and yield potential.

LH 4450 and LH 4452 RR– Additional versions of LH 4454 VT2 PRO both placed in the top five in MiniStrip data. LH 4454 RR placed #1 in Madison, MN MiniStrip.

LH 4657 VT2 PRO– Placed 1st in MiniStrip and SuperStrip locations as well as a #2 finish in Starbuck, MN F.I.R.S.T. Trial. Excellent roots and very good stalk strength result in versatility in many soil types.

LH 4795 VT2 PRO– This hybrid had numerous top 5 finishes in MiniStrips and SuperStrips. A very dependable product across all soil types. Great ear flex on this one.

LH 5095 VT2 PRO– If you like LH 5099 SS, you will find this VT2 version just as adaptable to a range of soil types.

LH 5137 VT2 PRO– Top five finishes in MiniStrips and SuperStrips. It shows more fixed ears than we originally saw, so keep population up for best performance. It's also ideal for narrow rows.

LH 5242 RR and LH 5245 VT2 PRO– If the maturity of these fits your needs, they are must plant hybrids. Outstanding performance three years in a row across a wide geography.

LH 5546 3220 EZR– Take a look at this one. Top 5 finishes in F.I.R.S.T. Trials, MiniStrips and SuperStrips. Great Goss's Wilt tolerance and fall intactness. Responds to high-end management. Keep populations up for best performance.

LH 5635 VT2 PRO– Excellent performance in all trials. Highest yield in our MiniStrip test set. Disease tolerance and population flexibility.

LH 5740 and LH 5742 RR– Both versions of this hybrid performed well again in 2019 testing. Staygreen, late-season health, corn-on-corn and excellent Goss's tolerance make these hybrids good choices for 2020.

LH 6285 VT2 PRO– #2 overall in its MiniStrip test set. Yielded 4 bushels more than P1197. Key attributes: stress tolerance and disease package.

The corn team continues to review options to enhance the corn lineup, and we look forward to bringing you additional top-performing hybrids to complement the already strong list of Latham products.