

Selling FieldXField®

IN THIS ISSUE

- p1** So Much Excitement is on the Horizon!
John Latham
- p2** The Power of Walking Fields
Amy Rohe
- p3** Reflections on a Virus
Ryan Schon
- p4** Latham® Dealers Care for Communities
Laura Cunningham
- p5** Register for Latham® Kickoff

MAY
2020

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

SO MUCH EXCITEMENT IS ON THE HORIZON!

Planting season is here at last. Hopefully, you and your customers are making progress in the fields. We all need reasons to be optimistic now.

It's certainly been an interesting season – both literally and figuratively – as we continue operating while the coronavirus pandemic puts fear in the hearts and minds of people across the world. The virus has certainly changed how we operate at our headquarters in Alexander, Iowa. Our Operations Team pushed forward, doing a great job getting seed conditioned, packaged and delivered. Many of our team members have been working from home, so we've conducted more online meetings than ever before.

We're hopeful that we can meet in-person for Latham® Dealer Kickoff and product training sessions this summer, but we are developing alternative plans just in case. We appreciate your patience and cooperation as we navigate these rough waters together. One way or another, we will find ways to prepare you for the upcoming sales year.

There are many exciting things on the horizon for the 2020-2021 sales year and beyond! One new technology we're offering is XtendFlex®, which ads LibertyLink® to Roundup Ready 2 Xtend®, for a strong package. We're finally getting clarity on where the soybean market is headed, so we will talk in more detail this summer about our technology options.



Latham
HI-TECH SEEDS

by JOHN LATHAM
PRESIDENT

1-877-465-2842 / john@lathamseeds.com



I'm excited to report that Latham® IRONCLAD™ soybean products will be stronger than ever. These products, which offer a superior disease package, are unique to Latham Hi-Tech Seeds and are a differentiating factor from our competition.

Latham's corn business continues to grow. We've had an incredibly strong year of growth. Our Data ForwardSM precision agriculture service is getting some real traction thanks to leadership from Phil Long and Darin Chapman. Those who are in the program are giving it rave reviews because Data Forward is helping them determine return on investment. Our program provides non-biased information in a user-friendly manner backed by great customer service. Because Latham Seeds is a trusted, family-owned company, our customers understand we're in this to help them. Our objective is to help farmers select the precision equipment that's the best fit for their operations or the seed products that are the best fit for each of their fields.

We're here to help you grow your legacy. Please let us know if we can assist you this spring. Remember, the entire Latham Team – from agronomy to sales and marketing – is behind you. Have a safe, productive planting season!

THE POWER OF WALKING FIELDS



by **AMY ROHE**
SALES MANAGER
1-877-465-2842 / amyr@lathamseeds.com

Latham Hi-Tech Seeds stands behind our elite products with exceptional service. We've had tremendous success delivering a "wow" customer experience. This year we're providing even more tools to take customer service to the next level!

In my column last month, I covered the power of a plan. Spending time in the field time with customers throughout the entire growing season: **(1) sets you apart from most competitors; (2) leads to great conversations; (3) creates an easy transition for early orders.**

Let's go into more detail about the power of walking fields with customers:

1 Latham's Product Team writes articles and give numerous presentations about the value of optimal planting conditions; where to place products; how to manage products throughout the growing season to capture maximum yields; and why products are responding to certain weather events. Last year we provided in-field product training, and this year we will do even more! With the addition of Lyle Marcus as Corn Product Manager, we can dedicate even more time helping you prepare talking points before you walk fields with your customers.

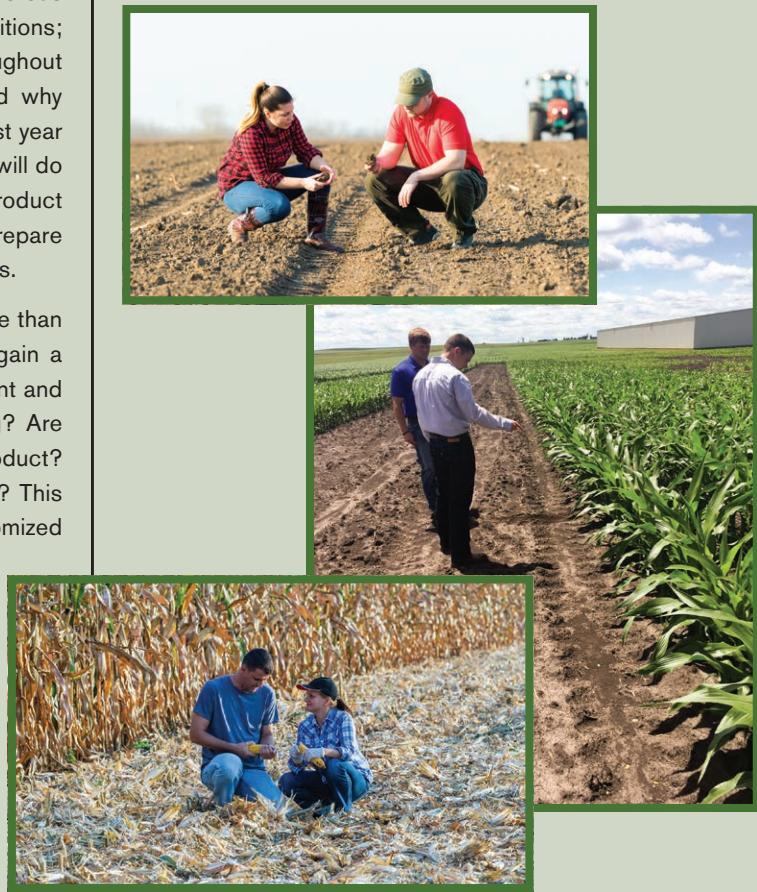
2 When you're in the field with customers, it's about more than looking at the crops. Ask questions as you walk to gain a better understanding of what your customers really want and need. Is weed pressure driving their decision making? Are they looking for a racehorse hybrid or a defensive product? How do they make decisions for next year's products? This information gives you valuable insight to create a customized field-by-field crop plan that fits their operation.

3 Walking fields a couple of times throughout the growing season leads into an August visit when you can propose a crop plan. Literally sit down with your customers and talk through what you have proposed and why. This crop plan naturally turns into an early order. Remind customers they can change their order anytime, however, ordering early enables them to get the specific hybrid that is best for their fields at the best price. Our studies show the earlier the order, the more likely you will retain that customer next year. Why? Most customers who order early have met several times with their dealer throughout the growing season.

How many fields do you walk throughout the growing season? If you're not already doing so, set a goal to walk fields with 50% of your customers. We will offer several opportunities for you to walk fields with your RSM and product team members, you can gain product knowledge and confidence.

Our Data ForwardSM app also can assist you while scouting fields. If your customers don't want to walk fields, use the Data Forward app to take pictures and send them updates. Walking fields and updating customers is a game changer!

Remember, the entire Latham Team is behind you. We're here to help, so give your RSM a call. **HAPPY SELLING!**



REFLECTIONS ON A VIRUS



by **RYAN SCHON**
GENERAL MANAGER
515-868-6214 / ryans@lathamseeds.com

The uncertainty of COVID-19's impact on American life is still growing as I write this. I hope by the time you're reading it that we're on a path to a new normal. Just as the ghosts of past, present and future in Dickens' "A Christmas Carol" each had a lesson for old Scrooge, I can't help but think that we are supposed to learn something from these chaotic times.

COVID-Past

People are sure to armchair-quarterback the actions of leaders across the globe. I'm sure there will be important insights from analyzing what happened and what didn't, but I don't want to spend any time on the blame game. I'd rather focus on what we learned. For me, the answer is a religious one. I don't think it's a coincidence that this happened just before Easter. My epiphany was just how busy our life had become with fun and interesting pursuits. This quarantine has centered our lives on family, faith and helping others around us. Will it stick?

COVID-Present

Sometimes it takes a crisis to make priorities vividly clear. What were clear family and business priorities just two months ago have given way to a new set of priorities with lasting importance. At home, we must do our part to help the world manage the virus. At Latham Seeds, we are working with you to ensure farmers have the seed where and when

they need it to get this crop in the ground. We must keep our promise of feeding the world.

COVID-Future

The least clear – perhaps most interesting lessons – are how will this time shape the future, temporarily and forever? Will churches that quickly moved to online services ever go back? Now that I'm video-calling my parents regularly will I ever return to just a phone call? As a Latham® dealer, will you wait for a face-to-face meeting with a farmer or will you make a video call? Will you scout customers' fields alone and then send them notes using Data Forward?

There has been big push on social media to support local businesses and your local community throughout the pandemic. Clearly, we need big companies to invent world-changing drugs, to make big or complicated things like cell phones and pickup trucks, and to manage the logistics of getting them to our small towns.

I love the sentiment that we need to build our rural communities by supporting the small companies that serve them. This may be the biggest opportunity for our Latham family. We believe in you. We believe in investing in local communities, and now we have a glimpse of what can happen when everyone does.

Set some of that newly found time aside to think about what that means for you – and what we can do to help you make it happen!



LATHAM® DEALERS CARE FOR COMMUNITIES



by **LAURA CUNNINGHAM**
MARKETING MANAGER
1-877-465-2842 / laurac@lathamseeds.com

The past two months have been filled with highs and lows. Surveys show farmers feel torn between optimism for the growing season and anxiety about how precautions to stop the spread of COVID-19 could permanently affect the agriculture industry and their small towns.

Help spread optimism by applying your Latham® Dealer Marketing Co-op credits toward community service projects. Remember, these credits expire annually on July 31.

Ideas for qualifying community service projects include:

1 **Donate to local food pantry and challenge others to do the same.**

Food pantries are some of the hardest hit resources as families have spent more time at home and less time at work. Plus, pantries must abide by stricter protocol when it comes to accepting donations. Your monetary donation will allow pantry staff to purchase needed items in a safe way from the local grocer. Take a picture – even if it's of you and the pantry coordinator standing six feet apart outside the building – and post to social media. Also submit a press release, issuing a challenge to other local businesses to match your donation. Providing PR for local businesses that join your cause will help keep the local pantry well-stocked.

2 **Sponsor coffee for healthcare workers.**

Nurses and doctors quickly made their way to the MVP list as they risked their lives to care for patients. Their jobs come with stress, worry and long shifts. Support them and a local coffee shop, bakery or deli by purchasing a "standing gift card" for a stated amount. Invite local health care workers to place their orders for coffee (or related items) at the partner business and "put it on your tab." Your marketing funds can pay for 50% of the amount. Latham's marketing team can make graphics or flyers to share online, in the local paper or to send to the local clinic, inviting them to have coffee on their local Latham® seeds dealer.

3 **Donate a grain sleeve to your local fire department.**

Volunteer fire services are experiencing lower-than-normal donations. Combine that with the wet 2019 growing season, which created dangerous situations for farmers taking grain to market, and there's a real need for rescue equipment. Use your marketing co-op funds to help purchase grain rescue sleeves

and to provide training on how to use the new equipment. When the grain sleeve comes in, take a photo of presenting it to the chief. Latham's Marketing Team can help you write a press release to submit to the local paper, as well as develop content to share on social media.

Each of these three scenarios are fairly easy ways to use Latham® Co-op Marketing Credit to show your community that you care. Research shows that today's generation of farmers wants to do business with people who give back. You might even inspire other community members to take on projects of their own! Be the ripple.

Adequate and proper training is key to implementing any rescue system. Before choosing a system, ask about training opportunities. We've conducted preliminary research on the following three grain rescue systems:

Liberty Rescue System (<https://libertyrescuesystems.net/>)



Introduced in 2005, the Liberty Rescue Tube was the first commercially available system to aid in the extrication of partial grain entrapment victims. It was designed by farm safety and grain handling professionals based

on research into successful grain entrapment rescue situations, as well as the input and experiences of first responders.

The Great Wall of Rescue (www.greatwallofrescue.com)

The Great Wall of Rescue adapts to a multitude of grain entrapment rescue scenarios. The lightweight wall sections can form a wall, a tube, or other irregular shapes, depending on the rescue situation. Anodized ball-and-socket joints ensure smooth panel connection with some range of movement. You also may purchase accessories, including an auger to move grain away from the victim.

Turtle Tube

You get what you pay for, and in this case, you don't get much! The grain safety expert we talked with advised against this system because the tube is too large to fit into a standard grain bin opening. First responders spend precious time trying to get the tube to fit. It also is made of a flimsy material, and it doesn't have the benefits of the two systems listed above.

MADE for This



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SEEDWARE WEBINAR

**Annual Latham® Dealer Kickoff
at the Sheraton Sioux Falls and
Denny Sanford PREMIER Center
in Sioux Falls, SD.***

ONLINE REGISTRATION IS OPEN!

www.LathamSeeds.com/events

*We're staying abreast of the COVID-19 situation and will adjust our plans if warranted. This situation is rapidly changing, and we're hopeful it will be safe to travel by July.

2019-20 SEEDWARE OVERVIEW Dealer Returns, Bean Dumps & Settlements



SANDIE JOHNSON

WEBINAR INSTRUCTOR

641-692-0333 / sandiej@lathamseeds.com

Wednesday, May 13, 2020 7:00 AM

Thursday, May 14, 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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HI-TECH SEEDS

Selling FieldXField®

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

131 180th Street
Alexander, IA 50420

CALL 1.877.GO.LATHAM
(1.877.465.2842)
641.692.3258 Office
641.692.3250 Fax



BUZZWORD!

by Ann Richmond Fisher



The shaded O and the six letters surrounding it spell **DISPOSE**, which matches one of the clues below.

Find 7-letter words for the remaining clues.

Shade the center letter of each word.

1. throw away: DISPOSE

2. tussle _____

3. own _____

4. sanction _____

5. carve _____

6. breakfast appliance _____

7. hospital room for newborns _____

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

layered board: _____

