

Selling Field **X** Field[®]

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NOVEMBER 2021

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

Latham[®]

HI-TECH SEEDS

INDEPENDENT. OPTIONS.



by **JOHN LATHAM**
PRESIDENT

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“Independent. Options.” is a tagline we’ve been using for years at Latham Hi-Tech Seeds, and it’s more important than ever! We are in a unique position to offer five different soybean technologies to our customers for 2022 planting: Enlist E3[®], XtendFlex[®], Xtend[®], LibertyLink[®] (LL) and LLGT27[®].

Our largest competitors don’t have the luxury we have with these options. Bayer/Monsanto branded companies have Xtend and XtendFlex but not E3, LL or LLGT27 options. Pioneer[®] is moving as quickly as possible away from Xtend to E3 soybeans because this brand won’t be able to sell XtendFlex in the future.

Latham[®] Dealers have a HUGE advantage right now to grow their soybean business! Many farmers who have planted Xtend for years aren’t excited about making the switch to E3 because this requires them to plant all new products. Talk to Pioneer customers who like Xtend and would like XtendFlex but aren’t ready to switch to E3. Also talk to Bayer customers who would like to try E3 soybeans with Latham quality.

We’re seeing so many examples of other seed companies selling what is in their best interest rather than what is most important to their customers. Some soybean brands are selling carryover soybeans blended with new seed production. This obviously lowers a seed company’s costs, but carryover soybeans can lose germination and cost customers big. Saving a few dollars by buying cheap soybeans is going to cost these

farmers even more next fall when their yields are lower. Why risk that when soybean markets are in the \$12 to \$13 range? Latham does not carry over any soybeans, and we have the highest quality standards in the industry.

Another advantage Latham has is our soybean seed treatments. Latham[®] soybeans with SoyShield[®] and SoyShield Plus contain the best new fungicide and insecticide technology available on the market. We are offering Vayantis[®] fungicide seed treatment on our SoyShield Plus platform. Vayantis is the best technology in the marketplace against Pythium, which leads to stunting and damping off of soybeans in the spring. Latham Seeds is one of the only companies in the marketplace able to offer Vayantis. None of the big companies are offering Vayantis this year, so we believe this offers another opportunity for Latham dealers to grow business.

At Latham Hi-Tech Seeds, we only succeed if our farmer-customers succeed. That’s why we put our customers first when choosing our products. As a family-owned company, we don’t report to Wall Street. Our headquarters is on our family’s Century Farm, and we’re proud to fly the American flag. We enjoy working with farmers across the Midwest, who also are committed to preserving their family’s farming legacies.

Thank YOU for all you do! We hope 2022 is your best year with Latham Hi-Tech Seeds.

3 TIPS FOR SHOWING UP DIFFERENTLY AFTER HARVEST



by **AMY ROHE**
SALES MANAGER

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The reoccurring theme of my newsletter articles has been “show up differently.” We’ve shared ideas for information you can provide and visits you can make that separate Latham® dealers from the competition. With the harvest coming to an end, continue to deliver value to your customers.

Show your customers how you helped them accomplish their field-by-field goals. Share the information you learned throughout the growing season. You spent valuable time during the spring, summer and early fall talking with customers and prospects about their goals, challenges and opportunities. You discussed what’s working and what’s not working in each field before placing their pre-orders. Now is the time to review those pre-orders and turn them into confirmed order.

A few tips from Latham’s Sales Team on how to confirm orders:

- 1 Attend a Latham Post-Harvest Huddle meeting.** Our product team has been walking fields all growing season long. In late summer and early fall, they took final field notes. They’ve spent countless hours reviewing harvest data from multiple locations to see how that compares to past years’ performance. Latham’s Product Team does a great job of sharing data from multiple years (as there isn’t one year with the same weather patterns) and multiple locations across different soil types. They also test to see how far we can

push products north, south, east or west. They will share information that will help you place products even better for your customers. **As Latham Seeds Precision Agronomist Phil Long has said, a farmer can gain 20 percent in yields across his operation based on placement.**

- 2 Host small groups of customers at post-harvest meetings.** Highlight our multi-year, multi-location information. Ask your RSM to help you share the information. Identify agronomic topics that your group is interested in, so you can also talk about that. Latham Seeds has a library of agronomic information that you can share with your group.

- 3 Meet one-on-one with farmers to review yield results and to confirm or revise their orders.** Refer to the notes that you took throughout the growing season. Talk through the challenges and opportunities your customers have during the next growing season. Remember, locking in orders early allows them to secure a price. Your customers can then purchase additional seed at the best price of the season.

Continue growing your customer relationships. You’re making a lasting impact on each customer’s operation and that’s what it is all about.

GOOD LUCK AND GOOD SELLING!

What impact do planting decisions have on your yield?

220 Bu/A Corn Crop:

 **44 Bu/A** influenced by planting the right genetics in the right field

70 Bu/A Soybean Crop:

 **14 Bu/A** influenced by planting the right genetics in the right field

THE PROPOSAL



by **RYAN SCHON**
GENERAL MANAGER
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A year ago, we focused on the quality of early orders and the underlying proposals that lead to those orders. We invested in a sales program specifically for proposals called "Selling Field X Field® Crop Plans." Hats off to you, Latham® Dealers, for making progress in the quality of early orders that has led to better inventory management, lower returns and fewer soybean dumps across Latham Country. These factors help control our cost of production, which helps us keep down our selling price.

As we come upon the 2022 early order date, here's a refresher on best practices for those crop plans:

- 1 A Bridge.** Your field-by-field crop plan proposals bridge the 2021 and 2022 seasons. Take everything you learned this spring and summer and from this harvest. Use that 2021 experience in context of what you know from the last three to five years to lay the groundwork for a successful 2022.
- 2 A Deal.** Our best deals of the year are available early. Crop planning and early orders are a key component of that, but so are early cash and early shipping. The hard work you do in the fall is worth at least five times as much as work in the spring.
- 3 A Customer for Life.** The industry has done the research and so have we. Your highest customer retention is from customers who buy early, pay early, buy multiple crops, and buy multiple products per crop. Knowing this, do your proposals include at least three corn hybrids? How about three soybean varieties?
- 4 A Total Package.** Remember, Latham offers more than corn and soybeans. We also have alfalfa and cover crops, which are generally less competitive and tend to go to the first one to ask for the sale.

Your Latham brand soybeans can't reach their full potential without a high-quality seed treatment. Recommend SoyShield® Plus on all your soybean proposals with Saltro added where your customers need it. Whether your Latham soybeans come out of the ground super strong due to SoyShield Plus or slowly without it, your customers will give the soybeans the credit. You know which situation you'd rather have.

As always, thank you for everything you do to represent Latham Seeds. We appreciate having you on our team. If there's anything you need, work with your Regional Sales Manager. The entire Latham Team is here to support your success.



“If you ain’t first, you’re last.”

– Ricky Bobby, probably about alfalfa sales

'TIS THE SEASON FOR GUIDING DECISION-MAKING



by **LAURA CUNNINGHAM**
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This month you will help customers finalize selections for 2022 planting. Sometimes it takes "proof of performance" to get their signature on the bottom line. To help with that, I'll direct you to the following tools.

PRODUCT COMPARISON TOOL ON LATHAMSEEDS.COM

LathamSeeds.com website visitors can choose between the traditional "list view" or a format with product feature boxes similar to our seed catalog, which allows them to compare three products side by side on one screen for easy decision-making.

SEEDWARE VARIETY CATALOG WIDGET

This year during Dealer Kickoff we discussed the importance of spreading risk by recommending a portfolio of products. SeedWare's Variety Catalog Widget is a great way to customize a one pager with 3-4 corn products and 3-4 soybean products fit for your customer's acres. The tool provides space to customize a title (Top Picks for Cunningham Acres) and also stamps your dealership contact information at the bottom. For step-by-step instructions on how to use this tool, visit the dealer center for a printable handout.



We hope these tools make it easier for you to move through those final stages of the selling cycle. **Boots on the ground today mean toes in the Bahamian sand during our next sales incentive trip in 2023!**

Product Comparison Tool

The screenshot shows the Product Comparison Tool interface. At the top, three product profiles are displayed side-by-side: L 1995 E3 (190 BM), L 2084 R2 (200 BM), and L 2049 E3 (200 BM). Each profile includes a list of key features and a 'VIEW PROFILE' button. Below these is a 'Compare 3 Products' section with a 'COMPARE' button. The main comparison table below shows the following data:

Product Overview	L 1995 E3	L 2186 L	L 2184 R2K
Highly Productive and Irrigated Fields	2	1	1
Moderately Productive / Average Fields	2	1	1
Less Productive / Stressed Fields	1	1	2
Emergence	1.60	1.60	1.80

FILTER YIELD RESULTS BY YEAR, STATE AND PRODUCT

Visitors to LathamSeeds.com now have the ability to search product results by year, state and product. If a customer is interested in LH 5245 VT2 PRO but would like some confirmation on its performance across multiple environments, the user-friendly filter buttons on top of the screen allows you to sort by product, year, and state for easy comparison.

The screenshot shows the Harvest Data Search Results interface. At the top, there are buttons for 'BACK TO LINEUP', 'PRINT', and 'VIEW MAP'. Below is a search filter section with 'State' set to 'Iowa' and 'Year' set to '2020'. The main table displays the following results:

Plot	Location	County	Action
6560	Burl, IA 50522	Kossuth	View Plot
6564	Mountain Lake, MN 56055	Cottonwood	View Plot
6568	Bosch, IA 51057	Clay	View Plot
6631	Cherfield, MN 55923	Pittsboro	View Plot

SAVE THE DATE!

You're invited to a Post-Harvest Huddle near you!

Save the date and join us to hear Latham's product team share insights and results on a variety of key products. Contact your RSM for more details.

DAY	DATE	TIME	LOCATION
Monday	Nov. 15	10 AM	Ames, IA
Monday	Nov. 15	6 PM	Denison, IA
Tuesday	Nov. 16	10 AM	Emmetsburg, IA
Tuesday	Nov. 16	6 PM	Morton, MN
Wednesday	Nov. 17	10 AM	Brookings, SD
Wednesday	Nov. 17	6 PM	Fargo, ND
Friday	Nov. 19	10 AM	Waterloo, IA

SEEDWARE WEBINAR



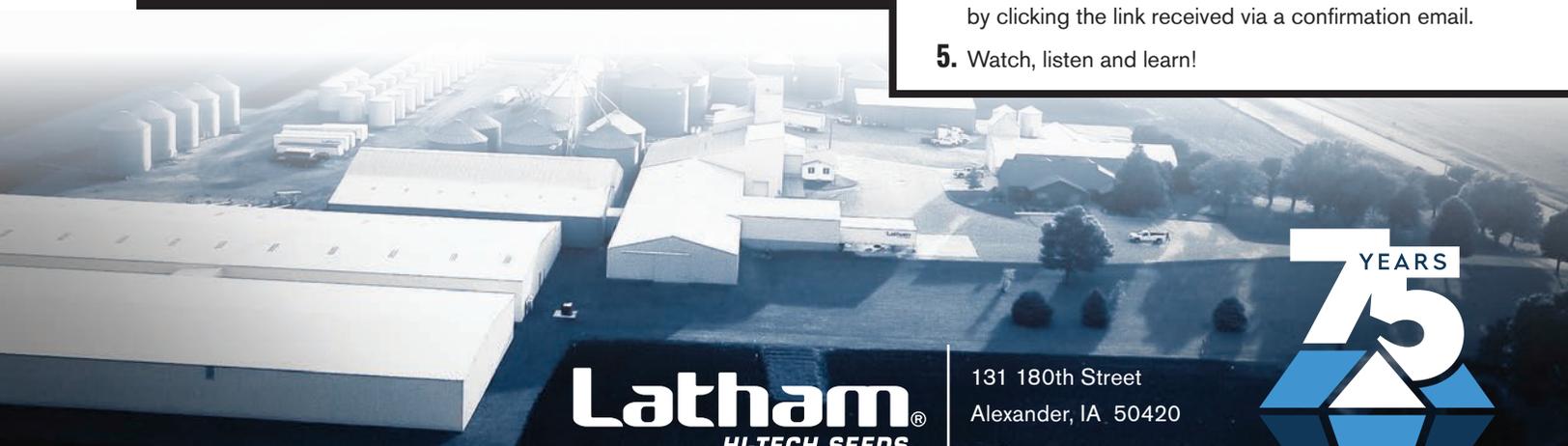
SANDIE JOHNSON
WEBINAR INSTRUCTOR
641-692-0333 / sandiej@lathamseeds.com

Wednesday, November 17, 2021 7:00 AM
Thursday, November 18, 2021 8:30 AM

2021-22 SEEDWARE OVERVIEW CUSTOMER & ORDER ENTRY

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!



Latham[®]
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.

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LATHAM HI-TECH SEEDS HIRES MATT MOORE AS SOYBEAN PRODUCT MANAGER

Matt Moore of Kasson, Minnesota, officially joined the Latham Hi-Tech Seeds Team on October 1 as Soybean Product Manager.



"Latham has a rich tradition in the soybean seed business," says Matt, who will have the opportunity to train with current Soybean Product Manager Mark Grundmeier until he retires at the end of this year. "I look forward to carrying on that tradition by continuing to bring high-quality products to our dealers and growers. Mark will leave some big shoes to fill, but I look forward to the challenge of meeting the high standard he has set!"

Moore has more than 20 years of experience in the seed industry. After graduating from South Dakota State University, he served as agronomy operations manager and assistant location manager for

NuWay Cooperative in Trimont, Minn. He served as a district sales manager for Jung Seed Genetics for about six years. Then he joined Bayer / BASF as a seed technology account manager where he managed the growth of the LibertyLink soybean trait businesses, as well as led marketing plan development and execution with key accounts.

"We believe Matt's background in sales and agronomy is well suited to serve as Soybean Product Manager," says John Latham, third-generation seedsman and president of family-owned Latham Seeds. "He understands that Latham Seeds only succeeds if the farmers who plant our seed succeed."

In his leisure, Moore enjoys spending time with his 12-year-old daughter. He enjoys biking, boating, golfing and hunting. He is a member of several conservation clubs. He is passionate about promoting quality habitat for wildlife and clean water for lakes.

"The Latham name is highly regarded in the seed industry with a great track record of success. I've had the opportunity to get to know several members of the Latham Team in various capacities over the years and have seen first-hand how the company operates with integrity in a family atmosphere. Who wouldn't want to be a part of that?" says Moore. "I look forward to getting to know everyone. I especially look forward to learning the wants and needs of our customers and doing what I can to contribute to their success."