

Selling FieldXField®

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OCTOBER 2021

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

3 HIGHLIGHTS FROM “FIELD DAY LIVE”

Like all farm families, we know what it feels like to win big. We also know the agony of defeat. We watched helplessly as winds reached 92 miles per hour in early September and wreaked havoc on our new Premier Agronomy Center. Thankfully, technology allowed us to share some of those research highlights with you in a virtual format on Friday, Sept. 10.

In the spirit of ESPN’s “College GameDay,” our product managers met in the studio for “FIELD DAY LIVE.” We showed the layout of our premier agronomy center, discussed what our Research and Product Teams have been seeing this growing season in fields across the Midwest, and talked about how to best use new seed technologies.

Below are a few “FIELD DAY” highlights:



- **Planting depth.** Around the 1:03-minute mark of the broadcast, Latham Seeds’ Corn Product Manager Lyle Marcus talks about the importance of planting depth. He shows a real-world situation where a farmer planted in an uneven seed bed, unintentionally creating uneven planting depths of 0.5, 1.25 and 2.25 inches. You might lose 5% of stand in one out of 10 years due to crusting, says Lyle, but you lose 50% of yield every year if

you plant corn too shallow! Deeper planting depth promotes much needed root development.

Latham®

HI-TECH SEEDS



by **JOHN LATHAM**
PRESIDENT

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- **Pressure from Corn Borer and Rootworm.** We’re seeing increased demand for SmartStax® hybrids and Agrisure® Duracade. Get your above-ground products, including VT Double PRO®, Trecepta® and PowerCore® ordered early because last year we sold out of many great products. Our team is excited about having even more flexibility from an insect-resistance management strategy with products in the pipeline.
- **Harvest priority.** Around the 24-minute mark of the video from FIELD DAY LIVE, Latham’s Pre-Commercial Development Manager Bob Foley says harvest conditions are going to change extremely rapidly. In many cases, farmers will have to “decide if they’re going to harvest a crop or catch a crop.” You can’t harvest according to which field you planted first or in order of relative maturity due to stress. Walk fields and prioritize your fields for harvest, so you capture every bushel possible.

In “College GameDay” fashion, Latham’s live broadcast ended with predictions. We hope you enjoyed the banter among our product experts about which products will perform the best this harvest season and which ones will sell out by December 1.

Thanks to all the Latham® dealers who joined us Sept. 10 online. If you couldn’t join us live – or if you want to watch some segments again – a copy of the broadcast is available on our website. **We also plan to post shorter “FIELD DAY” videos by topic in our password-protected Dealer Center on lathamseeds.com.**

5 PROVEN TACTICS TO STAY CONNECTED DURING HARVEST



by **AMY ROHE**
SALES MANAGER

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Harvest is underway across Latham Country! How can you take advantage of the time customers are sitting in a cab to continue conversations about seed throughout harvest?

Research shows that having intentional touchpoints with customers throughout the year helps create loyalty. With this in mind, Latham Seeds' Sales Team is sharing ideas to touch farmers during harvest:

- 1 Send real-time harvest results via text.** It only takes a few seconds to stay in touch with prospects and customers via text. Reach out to your customers at least once a week throughout harvest to see how things are going. Encourage them to take pictures of their monitors and share results. Then work with Latham's Marketing Team to develop an infographic showing yield results. NOTE: We don't have to share the farmer's name on social media. In fact, we prefer not to! We can share the name of the town or a general area where the field was located. Below is an example of what has been shared in the past.



- 2 Follow @LathamSeeds on social media.** We will share real-time yield results here first, so "like" and "share." Engaging in social media helps you stay in front of your customers. It also shows them how much momentum we have across our footprint.
- 3 Personally call each customer.** As you know, the days are long. It's easy to feel fatigued and forgotten. It's nice to know someone cares. You don't have to talk long. Just calling and having a short conversation each week will mean a lot.
- 4 Deliver harvest goodie bags.** Latham-branded bags fit a bottle of water, an apple, a candy bar, or granola bars. Hand-delivering a goodie bag and riding a round or two in the combine shows customers you're there for them. If you don't have time to do this, ask someone to help you.
- 5 Host a post-harvest meeting for customers.** Ask your RSM to join you and help support the product message of where to place it to maximize yields.

You know the saying, "The little things in life are really the big things." You don't need to make a grand gesture during harvest; you just need to be intentional. Our customers look to you, their local Latham® dealer, for guidance and advice. They want to know what products have the potential to yield the most given their situation, how they can achieve the best weed control, and how they can overcome pests.

Our research confirms that farmers want you to place the best products for their needs. Follow up with those great conversations you had all summer long as you walked their fields. Then put together crop plans and early orders to get your customers the seed they need.

Remember, you're doing customers a great service by putting together crop plans and helping them secure early pricing. You can always adjust their early orders after harvest if needed. Help your farmer-customers maximize yields – and ROI – by taking advantage of some discounts with the early order, crop plan and early cash!

Have a safe harvest. **GOOD LUCK AND GOOD SELLING!**

P.S. We can't wait to see you at Latham Post-Harvest Huddle meetings next month where we will share yield and product information. Watch for more details coming soon!

ONCE IN A LIFETIME



by **RYAN SCHON**
GENERAL MANAGER
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Each of us has about 40 chances to accomplish our goals in life. All farmers have about 40 growing seasons, or 40 chances to improve upon harvest, as Howard G. Buffet writes in “40 Chances.”

Every growing season is unique. This 2021 growing season pushed the boundaries of just how unique one season could be. Across most of Latham Country, this season started with amazing planting weather. It was truly amazing, at least from an operational perspective. Farmers planted their entire operations in record time. Then variable soil temps and moisture, followed by frigid cold, made conditions extremely challenging for young seedlings.

Throughout the summer, “spotty” defined the sparse and isolated rainfall. Scorched crops and garden spots were nearly neighbors. As a result, the latest projections from USDA show huge corn yield increases of 15 to 20 bushels in the central Corn Belt against 20- to 30-bushel decreases in the northern Corn Belt. Likewise, soybeans are projected to be down by six to 10 bushels across the north while gaining five bushels in Iowa and Illinois compared to 2020.

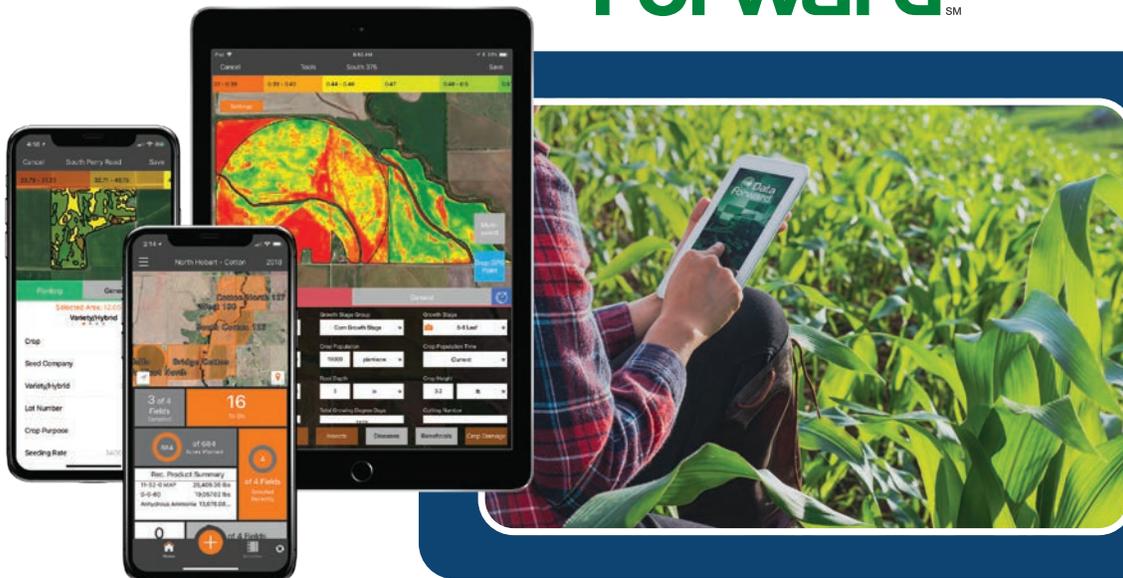
With such variable outcomes, how do we still evaluate the 2021 season and not give up one of those precious 40 chances to learn?

The key for a successful evaluation of 2021 is focusing on the process and not its outcome. The experts who study human decision-making refer to this as outcome bias. We must separate the good or bad outcomes we

experienced, largely due to weather, from the management decisions that we made along the way. Were your yields disappointing? Make sure you don't overreact by throwing out the successful management decisions that you made. Did timely rains bring you bin-busting yields? Make sure you evaluate your decisions and their impact separate from your good fortune with this year's weather.

As a dealer, you can help customers learn from any season by documenting crops and management decisions throughout the growing season. If you've been walking fields all season long and using the Data Forward® app to capture and share notes, as well as photos and videos with your customers, you're ready! Think about it like watching game film. The best teams watch game film to evaluate their performance regardless of whether they won or lost last week's game. The key is to learn from every chance. Data Forward is the perfect tool for capturing your growing season game film.

If you don't have a full 2021 season of game film, commit to building your 2022 library right now. Our team has helped other dealers with their game plan, and they're ready to help you. Reach out to your RSM and we'll help you set up for your best selling season yet.



PLAN TO TOUCH CUSTOMERS WEEKLY



by **LAURA CUNNINGHAM**
MARKETING MANAGER

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Our aggressively growing farmer-customers wish to be contacted a minimum of 15 times per year as I shared in last month's newsletter article. **During the harvest season, farmers who responded to our survey said they wish to be contacted weekly by their Latham® seed rep.**

How can you stay in touch with customers and connect with prospects during one of the busiest seasons of the year? Meet your customers where they're most likely to be during the fall season – in the cab of a combine, tractor or semi.

Below are three tactics that Latham's Marketing Team is working on that you could make part of your fall plan:

1 Radio

Latham Hi-Tech Seeds has invested in building awareness for dealers by securing advertising from September to February on major ag networks in every territory. You could amplify this effort by using Co-op Marketing funds to secure radio buys on your local station. Our recommendation is a minimum of 12, 30-second ads per week for two consecutive weeks during the peak of harvest. If your budget allows, add a week or two to that buy. Repetition is the key to a great radio campaign. It's also advantageous to ask for prime placement adjacent to a mid-day farm show or market update. Feel free to contact me if you would like assistance creating spots of your own or purchasing airtime.

Direct Mail or Handouts

2 Just prior to harvest, a direct mail piece showcasing top products for each territory was mailed to all customers in Latham Seeds' database.

Follow up on this mailing by discussing one or more of these products as part of a crop plan for 2022. When harvest rolls, assemble a care package with snacks and drinks in a Latham-branded gift bag. Place another copy of the product list OR create a custom list using the Variety Catalog Widget in SeedWare in the bag with a couple notes on why those products would be a good fit for their fields. Many farmers are evaluating choices and changes for next season as they watch this year's crop come through the combine head. Remember to include a note about early order deadlines to provide the best service on both product selection and price offerings!

Social Media

3

A third quick and easy way to stay in touch with customers during the busy harvest season is through social media. Share your successes, your learnings, and your ideas for next year. Take photos and message them to customers to spark dialogue. On Latham's social pages and in your weekly "TECHtalk" e-newsletter, you'll find articles posted every Tuesday from our Product Team, yield results graphics each Wednesday, and a new "Ask the Agronomist" video every Thursday. This is prime content to create discussion around products that can address challenges in their fields to make 2022 even better.

Marketing tactics like the ones outlined here help increase brand recognition among prospects and frequent communication helps strengthen your relationship with existing customers. Weekly communication during the busy season doesn't have to be time consuming or complicated. It just needs to be relevant and Latham's Marketing Team is here to support you, our front line, in creating Customers for Life.

PRODUCTS MADE FOR
Northern Minnesota

LH 4454 112 PRO 90 04 in ALL SEED PRODUCTS ARE IN 50 LB BAGS (LH 4454)	LH 4657 112 PRO 90 09 in ALL SEED PRODUCTS ARE IN 50 LB BAGS (LH 4657)	LH 5245 112 PRO 90 092 in ALL SEED PRODUCTS ARE IN 50 LB BAGS (LH 5245)
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Farming takes GRIT. Raising a great crop takes ENDURANCE.
Latham HI-TECH SEEDS

Latham's QUALITY Products and BEST-PRICE GUARANTEE were **MADE for This**

- Options for working capital and cash flow
- Options for 0% financing if banked before January 2022 PLUS early financing with discounts up to 8%!
- Latham Early Order Discounts and Customer Welcome Discounts
- Even bridge financing options
- Ask about our Field & Field Placement program for additional discounts

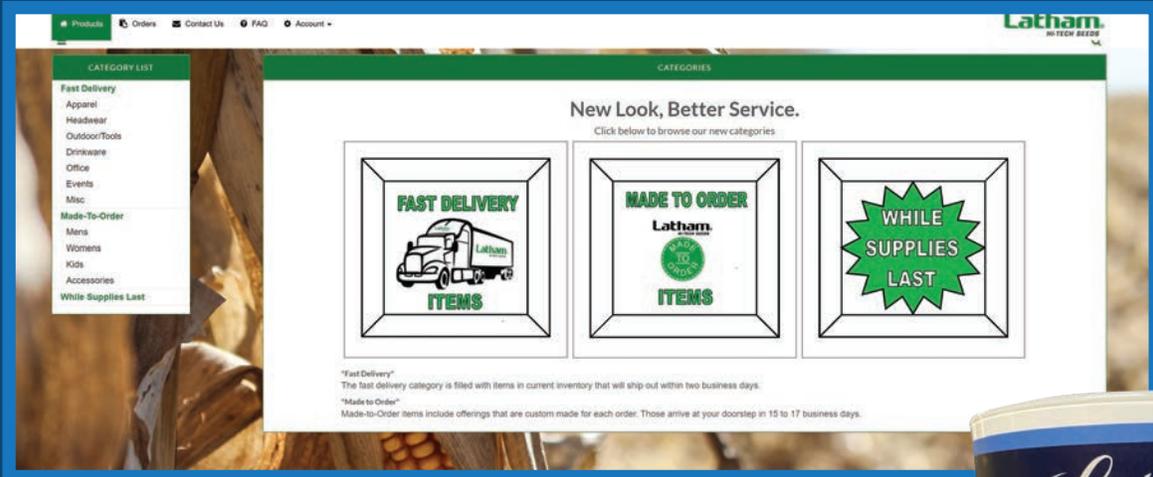
Opt into our best product and pricing options by calling your Latham representative before November 15, 2021!

www.LathamSeeds.com | 1.877.GO.LATHAM (1.877.465.2842)

Give today to complete a crop plan that is designed with your acres in mind. Booked by November 15, 2021, may qualify you for 0% financing through December 2022. Plus you get some flexibility back in cash flow with these and other great offers!

CARRUTH | (320) 321-3673

ORDER CHRISTMAS GIFTS **NOW!**



The holidays present Latham® dealers with the opportunity to show existing and prospective customers how much you appreciate their support. Visit www.lathamgear.com to choose gifts. Contact Laura Cunningham with any questions.

NOTE: Order gifts as soon as possible to mitigate any supply shortages or shipping delays due to COVID-19.

Order these rain scented candles WHILE SUPPLIES LAST!



SEEDWARE WEBINAR



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

Wednesday, October 13, 2021 7:00 AM
Thursday, October 14, 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!

**OVER
70
YEARS**
OF THE INDUSTRY'S
BEST GENETICS, HIGHEST
QUALITY PRODUCTS, AND
HOMETOWN SERVICE.

HELPING FARMERS FEED AND FUEL THE WORLD

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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SUDOKU!

This month's puzzle is rated **HARD**. Good luck!



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For answers visit <https://www.memory-improvement-tips.com/printable-sudoku-puzzles-hard-6b-solutions.html>