

# Selling Field X Field®

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JANUARY  
2022

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

## SOYBEAN QUALITY IS A DIFFERENTIATING FACTOR, ESPECIALLY NOW!

*“Imitation is the sincerest form of flattery that mediocrity can pay to greatness.”—Oscar Wilde*

Many of our competitors are saying they can offer seed like Latham Seeds. Let's be clear, only Latham® soybeans have “quality” stamped on each bag. Our dedicated team – from the Product Team who selects parent soybeans to the growers who take great care to meet our strict production standards to Latham's Production Team who handles our seed with care – is our secret ingredients. Other seed companies may think they have our recipe for success, but it's evident from holiday cookie plates that we all recently sampled that not every cook has the same ability!

Latham Seeds' standards are amongst the highest in the seed industry. There have been years when the seed quality on our tag was 10 percent better than major competitors! We are fortunate that Greg Jaacks has managed our Alexander, Iowa, soybean production facility for 46 years. He is meticulous! We always have an experienced crew that upholds our high standards.

Weather conditions also factor into quality seed production. We feel fortunate to have gotten the yields we did in 2021 as much of the Midwest suffered from drought or extremely dry conditions. We went more than six weeks with just a trace of rainfall at our home farm in North Central Iowa. In the middle of August, I was really concerned about having enough seed to sell due to drought. There's a saying that August rains make the soybean crop, and that proved to be true!

Fortunately, on August 20, we received what folks call a “million-dollar rain.” Our yields and



**Latham®**  
HI-TECH SEEDS

by **JOHN LATHAM**  
PRESIDENT

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that of our production growers were excellent as is the soybean quality. Other companies weren't as lucky. Growers in the Eastern Corn Belt had a wet harvest, and we're hearing of Phomopsis issues on their soybean seed. Plenty of other areas are concerned about quality due to drought stress. I'm hearing reports throughout the industry that this is a year when germination is falling on seed that looked good at harvest time.

Also note that oblong seed is prevalent this year. However, Latham Seeds uses a three-step process to assure the highest quality. We use spirals or a color sorter to take out the oblong seed, which often loses germ at a higher rate than normal-sized seed. We know competitors are not going to the great lengths we do, so they will sell inferior products.

When the market price for soybeans is \$12 per bushel, can your customers afford to buy from a company that doesn't have high quality standards? High quality products yield more. There are never any guarantees when working with a living organism like soybean seed, but I'll put our team up against anyone in the industry, especially in a challenging seed quality year like we are seeing in 2021-2022.

This year there will be a premium on high quality seed offered in the best genetics due to drought and trait shifting combined with a tight supply of chemicals. Latham Seeds offers the highest quality seed in the industry's top genetics and in the technologies our customers want! This is going to be more of a differentiating factor in the 2021-2022 sales year, which can help grow your Latham brand soybean business.

Our mission is to help you grow your family's legacy. Good luck during the third selling season. Remember, the entire Latham Team is here to help you!

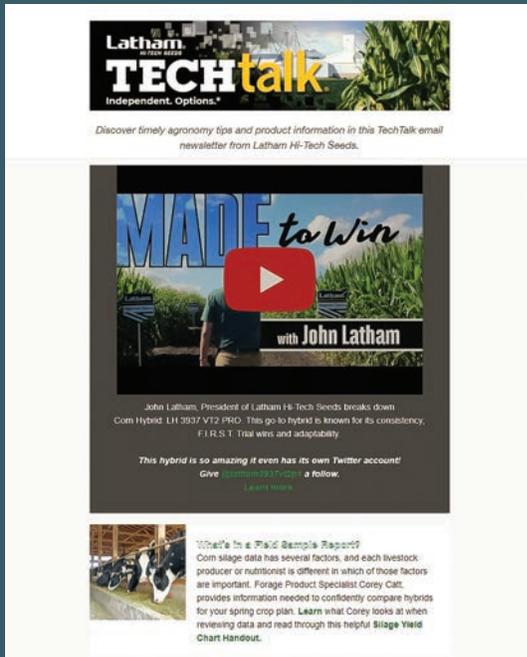
# HAPPY THIRD SEED SELLING SEASON!

The New Year brings about the third seed selling season, which is one of my favorites to tackle because it is one of the most challenging. But the Latham Team crushes the third season every year!

For the past 10 years, we have consistently done a couple things that positively impacts sales growth:

## 1 Connect with customers who have already ordered. A few examples that some of our top dealers have done:

- Forward weekly *TECHtalk* e-newsletter articles to customers with your contact information. Print off a couple of articles and hand-deliver them with a note for a more personal touch. These agronomic articles are always very timely. It's a great way to stay in front of customers and provide that extra level of customer service.



by **AMY ROHE**

**SALES MANAGER**

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- Make appointments to review each customer's crop plans. Jump in the truck and drive to the field, so you can discuss challenges and goals by field. Show them how their crop plan ties that all together. Sitting in the field rather than at a table adds to the conversation.
- Talk to customers about their precision ag needs. Are they using precision ag? If so, are they getting out of it what they want to? Is there additional information they want to collect? If they are not using precision ag, are they interested in learning how precision ag could benefit their operation? Once customers use Latham's Data Forward™, they see increased yields. We strengthen our relationships, turning them into customers for life!

## 2 Connect with customers who have not yet ordered.

- This is a big one! With all the pricing and delivery challenges in the fertilizer and chemical world, you know farmers are waiting to make these decisions. It also has a direct impact on their seed buying decisions. Ask your customer what it's going to take for him or her to decide. Then pause and let the farmer answer. You will then know what you are up against and can talk through the options.

## 3 Prospect at least three times within the next 30 days.

- Set realistic expectations. You are going to hear they already have all their seed, as well as every other objection in the book! At this time of year, your goal is to build rapport. Try getting on a field or two by selling each prospect a couple of Latham hybrids. One of the more successful tactics for this time of year is to encourage a prospect to "drop the worst and plant our best." Work with your RSM to try this when out prospecting. The key is to set time aside to prospect. Activity generates sales.

There are still sales to be had! Our approach to keep selling until the last seed is planted has set us apart from many seed companies. Work with your RSM to determine the best way to stay in front of existing customers and to prospect during the next 30 to 45 days. Team selling with your RSM can make a good day even better.

**GOOD LUCK AND HAPPY SELLING!** I can't wait to hear your success stories.

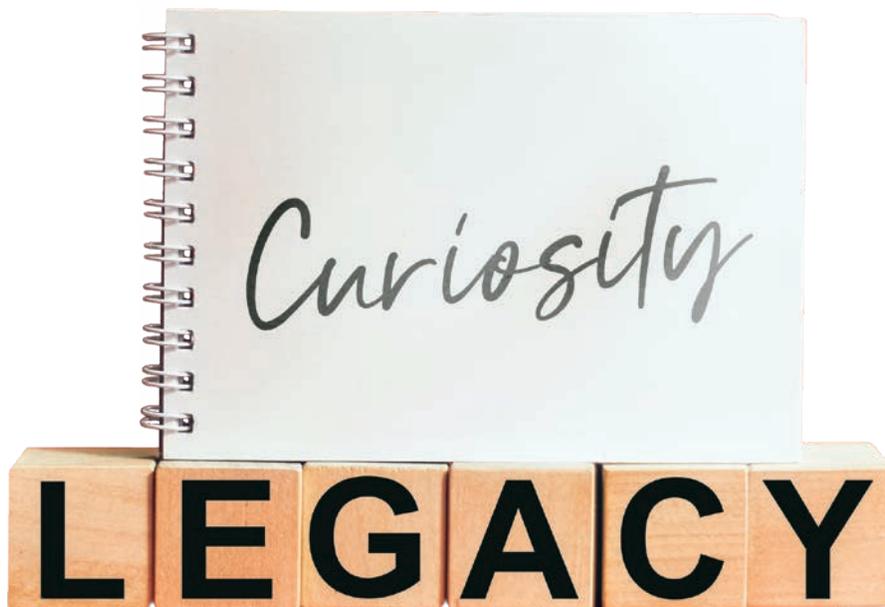
## ONE WORD

Jon Gordon wrote a little-known book in 2012 called "One Word That Will Change Your Life." It did not see much early success. Later, the book grew in popularity along with the rise of Dabo Swinney, head football coach of the Clemson Tigers. From 2015 to 2020, they went to six straight College Football Playoffs and won two national championships.

We all know that most New Year's resolutions fail before the calendars turn to February. Choosing just one word that becomes your year-long theme, however, allows you to focus your thinking. A few of Coach Swinney's chosen One Words have been Believe, Love, Joy, and Purpose. Those may not be the most obvious choices for a college football coach, but they are quite fitting for Swinney's strong Christian faith. And it's hard to argue with his success!

### Legacy and Grace

When I discovered the One Word concept in 2019, I chose **Legacy**. It was a great fit for that time as I was joining Latham Hi-Tech Seeds and beginning to understand how this family-owned company lives out its own legacy with a passion for building the legacy of its employees, dealers and farmer customers. In 2020, I chose the word **Grace**, having no idea how important that grace would become as the world adjusted to COVID. It was such a critical focus in 2020 that I rolled it forward and repeated Grace for 2021. I needed that



by **RYAN SCHON**  
GENERAL MANAGER

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reminder to give grace to others and to myself. Everyone is dealing with something, so we can be courteous and kind to those whom we may not think deserve it.

### Curiosity

As we embark on the fresh new year, it is a time of reflection. I know one of my strengths is in the realm of "thinking." For example, I am fascinated by ideas. I see connections between seemingly unrelated things, and I am always searching for truth. I have learned that I also need to work hard to keep a bias for action and make sure that ideas are put into practice.

My commitment for 2022 is to refocus on **Curiosity**. Several months ago, I wrote about the benefits of curiosity when you use a needs discovery process with your customers. Within the Latham Team, we are rolling ahead with huge momentum. I believe we can accelerate that if I expand my curiosity with our team, especially getting to know more about them outside of their Latham work. Finally, in every individual interaction, I will strive to put more emphasis on truly understanding where the other person is coming from.

As you kick off 2022, what will your focus be? Can you sum it up in One Word? Regardless of what word you choose, I encourage you to throw in a dose of curiosity.

# OPPORTUNITY LIES IN YOUR CURRENT CUSTOMER LIST

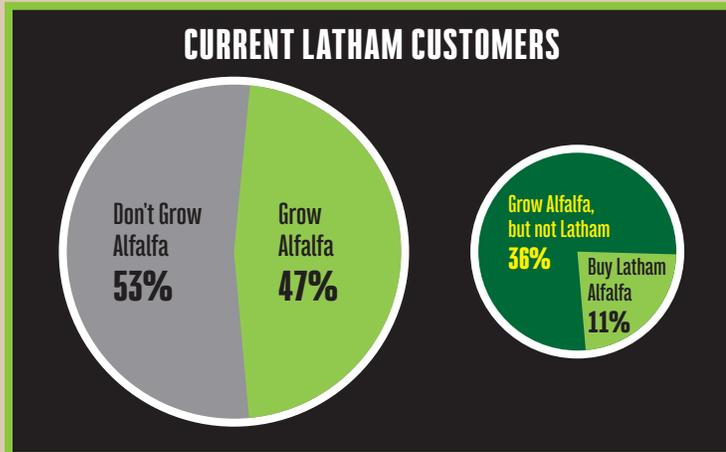


by **LAURA CUNNINGHAM**  
MARKETING MANAGER

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Did you know the majority of farmers purchase alfalfa seed from the first salesperson who asks? You might be surprised to know 47% of customers in our company database have acres planted to alfalfa, but only a quarter of those folks are planting Latham® alfalfa. With

*“It’s a false sense of economy to go to the field with anything less than the best genetics and seed treatments the industry can offer.” – Corey Catt*



The above quote has been Forage Product Manager Corey Catt’s mantra for years. And it shows in the product lineup he’s put together for Latham Seeds. Our products represent the best technologies available, but they’re also built on the best genetics! Consider this competitor analysis (in the chart below) against leading brands of HarvXtra alfalfa. 481HVXRR not only provides the trait-related benefits of a flexible harvest window, but its foundation includes an industry-leading genetics package with the disease resistance needed to establish and maintain powerful and productive stand.

Latham’s Product and Marketing Teams have worked together to produce a decision tree to help facilitate product selection and placement of Latham alfalfas. You’ll find a copy in the insert of this month’s issue of *Selling Field X Field* newsletter. The key is the start with the end use in mind and then consider field attributes. Visit the Latham Dealer Center (Product and Performance section) for additional tools to help add value to your Latham Forage discussions. The clock has started on this next quarter of the selling season. Our team is ready to help you put more points on the board and punch your ticket to the Bahamas in 2023!

commissions and trip incentive points equal to corn, it literally pays to make alfalfa part of your sales proposal. No cold calling required!

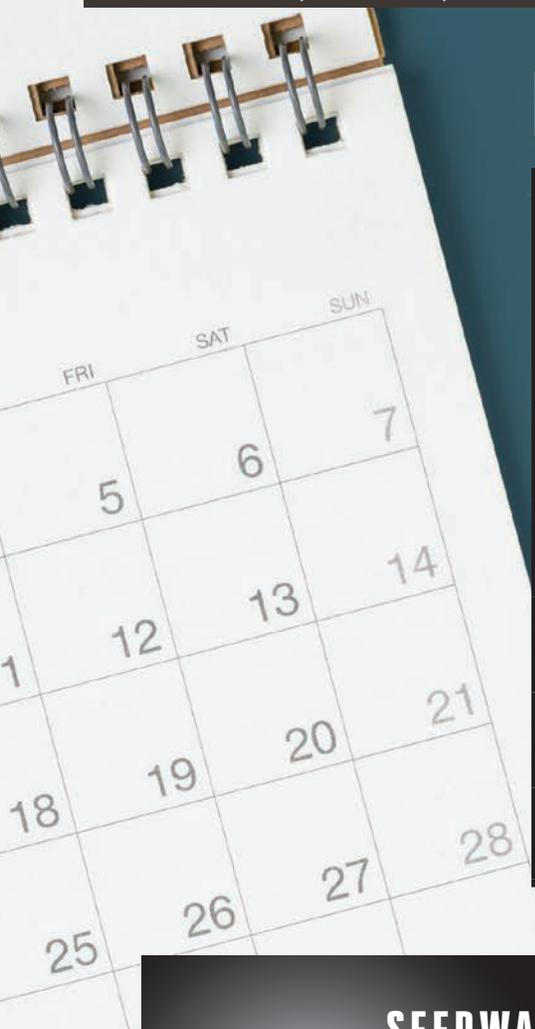
We also understand there is much more to that discussion than a yes or no question. As a Latham Seeds representative, you have an opportunity to lead your customers through a variety of high-tech alfalfa options designed with local conditions in mind. It’s important to consider their investment isn’t just straight cost per acre in one season. It’s an investment that must perform for that customer for at least three seasons!

|                     |                     | QUICK COMPARISON DISEASE CHART |                        |                       |                      |                      |                      |             |                        |                   |                |               |           |               |
|---------------------|---------------------|--------------------------------|------------------------|-----------------------|----------------------|----------------------|----------------------|-------------|------------------------|-------------------|----------------|---------------|-----------|---------------|
|                     |                     | Fall Dormancy Score            | Winter Hardiness Score | Phytophthora Root Rot | Aphanomyces Root Rot | Aphanomyces Root Rot | Aphanomyces Root Rot | Anthracnose | Anthracnose Multi Race | Verticillium Wilt | Bacterial Wilt | Fusarium Wilt | Pea Aphid | Stem Nematode |
| VARIETY             | DEALER              |                                |                        |                       | RACE 1               | RACE 2               | RACE 3               | RACE 1      | RACE 5                 |                   |                |               |           |               |
| <b>481 HVXRR</b>    | <b>Latham Seeds</b> | <b>4.0</b>                     | <b>1.9</b>             | <b>HR</b>             | <b>HR</b>            | <b>HR</b>            | <b>HR</b>            | <b>HR</b>   | <b>R</b>               | <b>HR</b>         | <b>HR</b>      | <b>HR</b>     | <b>R</b>  | <b>R</b>      |
| <b>54HVX41</b>      | Pioneer             | 4.0                            | VG                     | HR                    | HR                   | MR                   |                      | HR          |                        | HR                | HR             | HR            |           |               |
| <b>54HVX42</b>      | Pioneer             | 4.0                            | VG                     | HR                    | HR                   | MR                   |                      | HR          |                        | HR                | HR             | HR            |           |               |
| <b>440HVXRR</b>     | Allied Seed         | 4.0                            | 2                      | HR                    | HR                   | R                    |                      | HR          |                        | HR                | HR             | HR            | R         | R             |
| <b>HVXDRIVER</b>    | Croplan             | 4.0                            | 2                      | HR                    | HR                   | HR                   |                      | HR          |                        | HR                | HR             | HR            | R         |               |
| <b>HVX MEGATRON</b> | Croplan             | 4.2                            | 1.7                    | HR                    | HR                   | HR                   | HR                   | HR          | R                      | HR                | HR             | HR            | R         | R             |
| <b>HVX100</b>       | Legend Seed         | 3.5                            | 1                      | HR                    | HR                   |                      |                      | HR          |                        | HR                | HR             | HR            | HR        | R             |
| <b>AV42HVX17</b>    | AgVenture           | 4.2                            | 1.8                    | HR                    | HR                   | R                    |                      | HR          |                        | HR                | HR             | HR            |           |               |

# DATES TO REMEMBER

The Production Team at Latham Hi-Tech Seeds is working hard to prepare high-quality products for each of your customers. To help us keep production lines moving so deliveries arrive on time, we're reminding you about deadlines for early 2022.

|                   |   |
|-------------------|---|
| <b>January 15</b> | <b>7% cash discount deadline</b>  |
| <b>January 15</b> | <b>John Deere "finance by" date for 0% through Dec. 2022</b>  |
| <b>January 15</b> | <b>Complete return order deadline<br/>(any changes after this date subject to return fees)</b>                    |
| <b>January 31</b> | <b>Hold on customer statements is released; be sure to double check SeedWare for accuracy prior to this date!</b> |
| <b>March 1</b>    | <b>Treatment deadline for paper bag orders</b>  |
| <b>April 1</b>    | <b>Treatment deadline for mini-bulk and hard box orders</b>   |



## SEEDWARE TRAINING



**SANDIE JOHNSON**

SEEDWARE TRAINER

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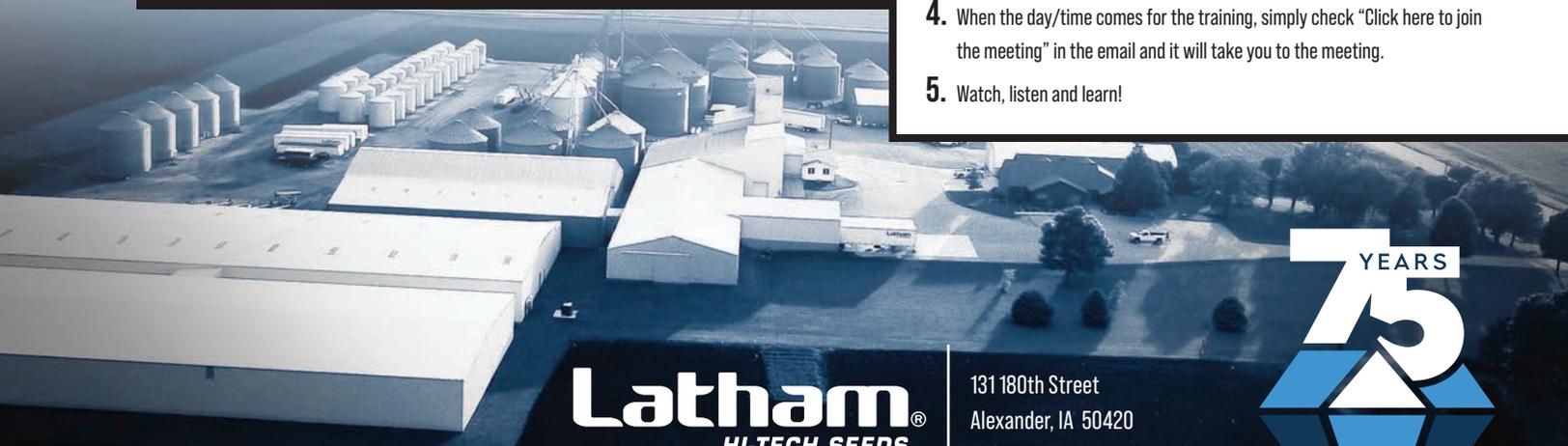
**Wednesday, January 12, 2022 7:00 AM**

**Thursday, January 13, 2022 8:30 AM**

## 2021-22 SEEDWARE OVERVIEW: REPORTS

### TO PARTICIPATE:

1. You will receive an email with SeedWare training dates to attend. Register for the training by responding to the email or by calling Sandie.
2. Once registered, you will receive an email where you can respond by "accepting the invitation."
3. In the confirmation email, there will be a link in the body of the email to "Click here to join the meeting."
4. When the day/time comes for the training, simply check "Click here to join the meeting" in the email and it will take you to the meeting.
5. Watch, listen and learn!



**Latham**<sup>®</sup>  
HI-TECH SEEDS

*Selling FieldXField*<sup>®</sup>

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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## BUZZWORD!

by Ann Richmond Fisher



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

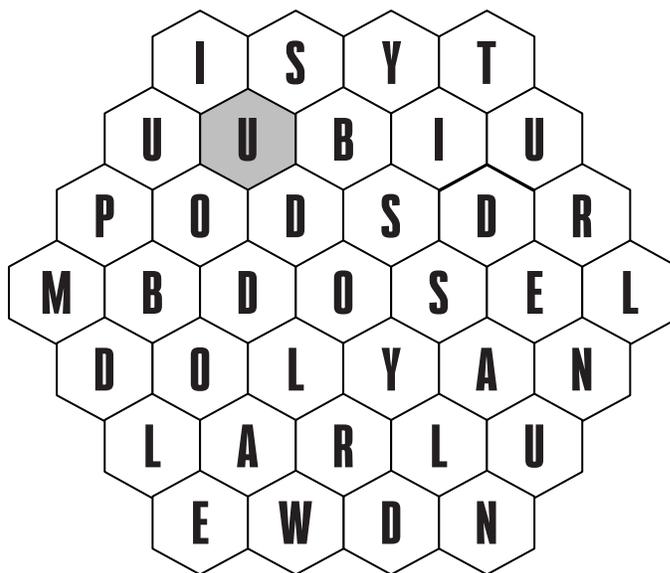
Find 7-letter words for the remaining clues.

Shade the center letter of each word.

1. questionable *dubious-U*
2. plasterboard \_\_\_\_\_
3. dirty clothes \_\_\_\_\_
4. an unconventional person \_\_\_\_\_
5. soapier \_\_\_\_\_
6. a false and damaging statement \_\_\_\_\_
7. financial assistance \_\_\_\_\_

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

a huge rock: \_\_\_\_\_



**SOLUTION CAN BE FOUND HERE:**

<https://www.word-game-world.com/support-files/bw17-18-67-68.pdf>