

Selling FieldXField®

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**AUGUST
2022**

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

LATHAM ANNOUNCES EARLY COMMITMENT PROGRAM

Summer is one of the busiest seasons for the Latham Team, and this year has been even busier as we celebrate our company's 75th anniversary. Few companies have been family owned for 75 years, so we are extremely proud to reach this milestone. Thank YOU to those Latham® Dealers who celebrated with us in person during our annual Kickoff meeting, July 14-15, in Des Moines.

During Kickoff, we discussed the investments Latham Hi-Tech Seeds has made in research and development and our breeding program. We have expanded our research locations for corn and soybeans across our sales territory. In addition, we have more access than ever to genetics from around the world. Latham's R&D begins with a needs assessment, and YOU are in the center. We visit with Latham Dealers, farmer-customers, as well as our sales managers about needs in each geography.

Also during Kickoff, we discussed how important early orders are for everyone's growth. Our competitors have been very aggressive with their early orders,



Latham®
HI-TECH SEEDS

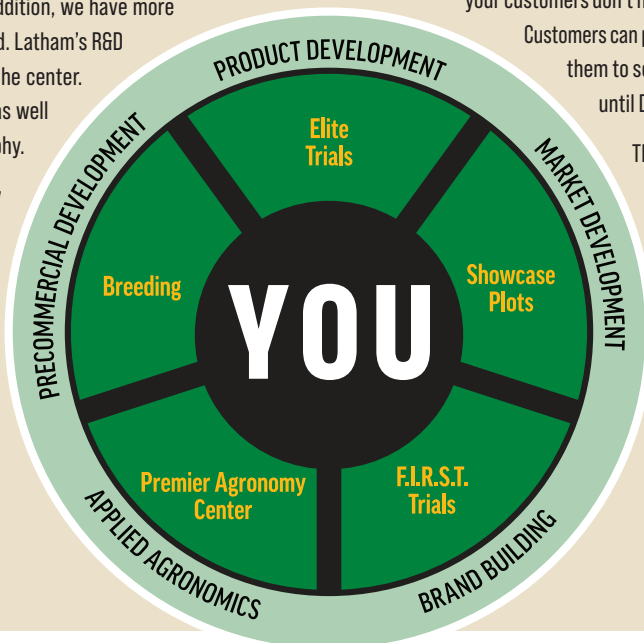
by **JOHN LATHAM**
PRESIDENT

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so we can't rest on our laurels. In fact, the most successful Latham dealers visit their customers throughout the summer and walk fields. We also introduced the Latham Early Commitment program, which allows you to get a commitment by Sept. 30 for at least the same number units of seed as last year. This program allows farmers to place specific Latham products on order in September – because hot products can sell out early – but your customers don't have to place a specific quantity per product to qualify.

Customers can place a VNS order, giving them the discount but allowing them to see what products do best at harvest. Customers have until December 15 to place a specific order.

Thank YOU once again for your support of Latham Seeds. We also are extremely excited about the future of our business, and hope you feel the same way. Let's make the 2022-2023 sales year our best year yet!



START THE NEW SALES YEAR WITH A BUSINESS GROW PLAN



by **AMY ROHE**
SALES MANAGER

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Thanks for making Latham® Dealer Kickoff amazing once again! We had a great time celebrating our company's 75th with a "birthday party" at Living History Farms. We look forward to continuing our 75th celebration throughout the summer.

Summer activities are in full swing! At the top of the list are field visits and business planning. Business planning is one of my favorite activities because it drives innovation, motivates seed sellers and promotes teamwork. You have the best team – the Latham Team – to help take you wherever you want to go!

Below are a few things to consider before meeting with your RSM about a Business Growth Plan:

- What worked well this year? What momentum can you carry forward into the current sales year?
- What can we improve on? Did anything hold you back? What can you do better or differently next year? What should you stop doing?
- What do you want to accomplish next year financially, operationally, and customer wise?
- And the biggest question... How will you accomplish your goals? How much of your sales volume will come from new customers? How will you service those customers?

Remember, our customers want to be touched at least seven times throughout the year. What do your touch points look like? Field visits are key touch points. Are you doing field visits with a small group of customers, or walking fields one-on-one with customers? Are you hosting a customer appreciation party? Latham's Marketing Team can help you design invitations, and you can use your Marketing Funds to help cover expenses like branded plates, silverware packets and the cost of catering.

A visit to Latham Seeds' headquarters has helped some dealers turn prospects into customers and turn small customers into larger ones. Latham's Premier Agronomy Center is available for you to take customers whenever you want to bring them on a tour. **Also make plans to attend Latham's Premier Agronomy Center tour on Thursday, Sept. 8, at 4 p.m.** We will cater a meal and hire a band. This is a great opportunity for you to host customers, so they can hear from our product team about agronomic topics that are relevant to our footprint.

I am excited to travel across Latham Country during the next few months, meeting with dealers and talking about your goals! Your RSM has the Business Growth Plan forms that can help guide your conversations. Make sure you write your plan down, and put it into action! If you would like me to meet with you and your RSM about your Business Growth Plan, feel free to request a visit. My goal is to ensure you have all the tools you need for your Latham business to THRIVE.

GOOD LUCK AND HAPPY SELLING!

A dream written down
with a **DATE** becomes a goal.

A goal broken down into **STEPS**
becomes a plan.

A plan backed by **ACTION**
makes your dreams come true.

R&D ADDS STABILITY TO LATHAM'S FOUNDATION SEEDS

It was great seeing so many Latham® dealers at Kickoff and talking about the exciting work underway with Latham's Research & Development programs. It was my pleasure to introduce **Jose Moreno**, who is integral to our development efforts. I hope you enjoyed meeting Jose and hearing the Moreno family's story. We are grateful Jose could find the time to fly from Mexico to join us.

The day before Kickoff began, Jose joined Latham's Corn Team on a tour of our Ames inbred development nursery and crossing blocks. Our best conversations happen in the field where ideas flow freely in the setting.

Jose found great value from attending our meetings both in Ames and Des Moines. After all, YOU are in the center of Latham Seeds' needs assessment. That's why it is so valuable for corn breeders and researchers to talk directly with Latham dealers and customers.



Our partnership with Jose Moreno in Mexico allows us to continue our research and breeding efforts year-round.



by **BOB FOLEY**

PRE-COMMERCIAL DEVELOPMENT MANAGER

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Latham's Development philosophy is using contra-season sites, which is why we highly value our Mexico breeding location. Our breeding efforts are focused on our Upper Midwest geography with targeted funneling of germplasm, targeted partnering for germplasm and traits, as well as pushing genetics to fit Latham Country. The entire concept of See MORE / Partner MORE / Find NEW / Create UNIQUE provides stability to the foundation of Latham brand seeds.



Also during Kickoff, John introduced **Doug Barker**.

I cannot express enough to you what a huge impact Doug has had – and will continue to have – on Latham's Development programs. Doug has the special gift of knowing where to source material and whom to contact. Like me, Doug is a multi-patented corn breeder for inbred and hybrids. Doug also has that passion for corn genetics, which seems more difficult to find in the big company computer breeders of today.

Doug has had a diverse career. His achievements include germplasm acquisitions, opening breeding stations, serving as SmartStax® Germplasm Manager and leading genetics collaborations with European companies. Doug is a big believer in "boots on the ground" breeding. He is gifted in the financial side of portfolio management, as well.

I hope you find (like I do) that Doug is as easy to talk to as your hometown barber! Doug will visit anytime about anything because he truly wants to hear from you. Please join me in welcoming Doug to the Latham family!

LATHAM SEEDS ANNOUNCES “HOPE CAMPAIGN”



by **SHANNON LATHAM**
VICE PRESIDENT

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One in three people are diagnosed with cancer in their lifetime, and the disease affects millions of others. The Latham Family is no exception. In celebration of the family-owned company's 75th Anniversary – and in loving memory of Bill Latham and in honor of Linda Latham – Latham Hi-Tech Seeds is launching a campaign to raise \$75,000 for the American Cancer Society.

In the fall of 2009, Bill Latham was diagnosed with Acute Myelogenous Leukemia (AML). It was a day his sons, John and Chris Latham, will never forget.

“We could see the look on the doctor's face and knew it was serious,” says Chris, chief financial officer of Latham Seeds. “We didn't really even know what AML was, but we learned very quickly that Dad's diagnosis was not good.”

Thanks to medical advancements and a stem cell transplant, Bill's life was extended for nearly six years. It was invaluable time that allowed Bill to meet his youngest granddaughter. He enjoyed time with his grandchildren and also passed down business advice to his sons.

“The extra years we had with our dad were a gift beyond words,” John says. “Our mom is a two-time cancer survivor, so raising money for this cause is truly, very near and dear to our heart.”

You and your customers are invited to join our campaign. Latham's “Sowing Seeds of HOPE”

campaign is simple. Latham® Dealers may participate in three ways:

- 1** Purchase selected Latham brand seed corn products. Latham Seeds will donate \$1 per unit on sales of three hybrids to the American Cancer Society.
- 2** Donate your Latham Dealer Co-op Marketing Dollars. You may donate all of your co-op marketing dollars to the American Cancer Society, or you can use these funds to purchase “Sowing Seeds of HOPE” promotional items (t-shirts, mugs, bracelets). Your marketing dollars may be used to offset up to 50% of promotional merchandise.
- 3** Get involved locally with a Relay for Life team. Most counties sponsor Relay for Life events in the summer to raise funds for the American Cancer Society. Tap into Latham Dealer Marketing Funds to purchase shirts for your team. Additional items branded with our “Sowing Seeds of Hope” logo are available for purchase through the Latham Gear website.

Feel free to contact me at shannonl@lathamseeds.com or 515-371-0450 if you have any questions about our “Sowing the Seeds of Hope” campaign. We look forward to working with you to raise \$75,000!



THE SILENT AUCTION
AT DEALER KICKOFF 2022
RAISED **\$3,635!**

Thanks for your generous
support of this campaign!

PREMIER AGRONOMY *Field Day*

THURSDAY *Sept. 8*
ALEXANDER, IA



SAVE

THE DATE

... AND BE SURE TO INVITE YOUR
CUSTOMERS TO JOIN YOU!

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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RANDOM DEFINITIONS WORD PUZZLE

In this challenging new word puzzle, you must use only the letters in the featured word to spell answers for the clues. THEN you must place your answers correctly in the diagram.

- A. A kind of duck
- B. An electronic receiver that detects and amplifies transmitted signals
- C. It has the same value as 100 pennies
- D. A cud-chewing mammal related to camels, but having no hump
- E. A piece written for theatrical performance
- F. A shortened word for a luxurious car, usually driven by a chauffeur
- G. A 3-dimensional picture or exhibit
- H. A high-ranking naval officer
- I. A wake-up sound from a clock or other device

| | | | | | | | |
|---|--|--|--|---|--|--|--|
| 1 | | | | A | | | |
| 2 | | | | R | | | |
| 3 | | | | M | | | |
| 4 | | | | A | | | |
| 5 | | | | D | | | |
| 6 | | | | I | | | |
| 7 | | | | L | | | |
| 8 | | | | L | | | |
| 9 | | | | O | | | |

NOTE: It may appear that some answers can go in more than one spot, but you need to find a solution in which all the answers can be placed into the diagram.

SOLUTION CAN BE FOUND HERE:

<https://www.spelling-words-well.com/support-files/8th-grade-worksheets-armadillo.pdf>