

Selling FieldXField®

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DECEMBER 2022

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

BUILDING A WINNING TEAM

I hope you had a great harvest season and are making your final, big push in selling Latham® seed. Thank you for joining us last month for Post-Harvest Huddles where we shared the amazing product performance that we've had!

When I think of entering the 4th Quarter of the seed-selling season, football comes to my mind. If you know the game, you understand the team that controls the 4th Quarter usually finishes the strongest. The same theory applies to the seed industry. While we have already done the hard work to get early commitments, which sets us up for an outstanding year, it takes a strong close to win the game.

Products should be fresh in your mind as harvest recently finished and the 2022 sales season is coming to a close. It's time to look ahead at 2023, and we want your feedback! Just like football teams evaluate their strengths and weaknesses to choose the best draft picks for their team, we want to do the same for your Latham lineup.

What products do you need? What products are reaching the end of their life cycle? What products are a star in the making? Please discuss with your RSM or DSM. We need your feedback on the Latham lineup for your area. RSMs/DSMs give this information to our Product Team for consideration.

Your needs assessment is the first step in building a winning team. Let us know how we can help you close out the best year of sales ever.

Latham®
HI-TECH SEEDS



by **JOHN LATHAM**
PRESIDENT

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3 TIPS TO CONFIRM ORDERS BY DEC. 15

Change creates opportunities! As a result, you're taking sales to new heights this season. You got out earlier this year. Talking with customers during the growing season led to some great conversations about their needs and wants for the 2023 growing season and allowed you to lock in early commitments. We had more seed on order a month earlier than last year, which allows our Product Team to start bagging earlier with more accurate information.

Now it's time to revisit your customers and confirm their orders by December 15. As you follow up with your customers, here are some questions to ask:

- Does every customer have 100% of his/her seed purchased? What additional fields can I capture?
- Has a seed order been placed for every farmer who made an early commitment?
- Did I confirm product types AND packages for every customer who placed an early order?



by **AMY ROHE**
SALES MANAGER

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NOTE: We are conditioning and packaging every day according to orders placed in SeedWare. Please review package type as you confirm your customers' orders. This will make shipping more efficient and effective for all of us.

Also take some time to review your business growth plans with your DSM/RSM. It will be well worth your time!

We're in the final push of the 2022 seed sales year, so finish strong! Seize the day. Review your early commitment list. Remember, you can pull this list any time from SeedWare. If you have any questions on how to do so, call your Latham Seed Account Manager.

GOOD LUCK AND HAPPY SELLING!

I want to personally to wish you and your family a very Merry Christmas. I hope you have a happy holiday season and enjoy some fun family time. It really is the most wonderful time of the year.



RESEARCH MOVES FORWARD IN WINTER



by **BOB FOLEY**
PRE-COMMERCIAL DEVELOPMENT MANAGER
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From planting through harvest, our experiences in R & D are often like yours. We prepare to plant, and then we plant. We diligently walk our field and assess what is happening. We make product judgements, and then we harvest. Finally, we assess what was good or bad. Throughout the growing season, we are comparing, contrasting, note taking, profiling, rating and collecting information to combine with the harvest data yet to come.

For a plant breeder, October through November is a little more like election night coverage. Our data flows throughout this timeframe, so we are often moving pedigrees forward to our winter plantings and deciding this with a percentage of locations reporting. Waiting to compile it 100% before deciding wins and losses — good versus bad — would delay planting, which would delay spring planting in the United States. To combat the effects of making a poor projection, our winter planting season stretches over a lengthy period. If we missed something early, we correct the choice and get it to our last planned winter nursery.

While you are visiting your customers and firming up those early commits, feel free to spread the word about the Latham's breeding and R & D programs. Do you remember meeting and hearing from Jose Moreno of our breeding and nursery operation in Mexico during Kickoff in Des Moines? Our expansion at the Mexico site continues. Jose and the crew started planting our Late Relative Maturities (RM) nurseries around October 10 with our Early RM materials planted November 14.

Mexico is the original home-base for Tar Spot, so the work and advancements we have made in its regard were included. This time period also included the planting of a couple of new experimental hybrid pilots that you and your RSMs look at next summer. (A pilot is 1 to 3 hectares and an effective way to make up units for starting off a new hybrid.) This is all exciting stuff for Latham Hi-Tech Seeds, but that is not where it ends.

Because GM traits are not allowed in Mexico, we have placed our trait conversion work and trait-bearing hybrid build-ups on the island of Molokai in the state of Hawaii. These materials, also planted November 14, will allow us to double- or triple-turn our conversion work all year long.



Side-dressing a one-hectare pilot production of a 105-day experimental hybrid near Nayarit, Mexico, in November 2022.

Lastly, we have expanded efforts on our innovative/proprietary approach to breeding. We work in Mexico, Chile, Argentina, as well as Alexander, Iowa, and Sioux Falls, South Dakota (at times, simultaneously). Planting for this new project occurred in Chile on October 25 and in Mexico on October 29. We are excited about the developments and support that brought this together. We look forward to sharing more details this upcoming spring and early summer.

Of course, none of this happens without good needs assessments, the

data management expertise of Rouse-Analytics, or the unwavering support of the Latham family. Their passion to continually improve is impressive and appreciated.

To you, to your family, and to those you connect with every day, I wish you each a blessed Christmas.

MAKING THE SEASON BRIGHT

From placing ornaments on the tree to making special recipes, holiday traditions bridge one generation to the next. This holds true for your family and ours, too. We are a family-owned business that cares deeply about both.

Latham Hi-Tech Seeds kicks off this holiday season with a potluck, ugly sweater, tree-trimming party. (That sounds pretty eventful, doesn't it? Bragging rights are on the line for the ugliest sweater!) For the second consecutive year, we're gifting Latham Team members with a hand-crafted ornament to celebrate our company's 75th anniversary.

What holiday traditions do you share with your customers? Look for ways you can connect with them, and your prospective customers in a genuine, meaningful way this holiday season. Ideas for holiday touchpoints include:

- Send a personalized Christmas card to customers and prospects with a hand-written message.
- Mail a dated ornament to top customers.
- Provide photo calendars from your dealership/farm.
- Host a customer appreciation / holiday open house and give Latham® branded items.
 - Can you share a story about how your family enjoys Oyster Stew or Minnesota Wild Rice Soup on Christmas? Can you include a printed hot cocoa recipe with a Latham-branded coffee mug? Or place a chip clip on your family's favorite holiday snack like Chex Mix or puffed caramel corn? (Latham's Marketing Team can help you come up with creative, meaningful ideas.)
- Donate to Latham Seeds' Seeds of Hope campaign in memory, or in honor of, a customer's loved one.



by **SHANNON LATHAM**
VICE PRESIDENT

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Hope for the Holidays

Christmas is the season of miracles and a time of hope. Thank you for giving the gift of hope! Latham Dealers and Team members have donated \$7,555 through the silent auction at Kickoff and individual donations. We also raised more than \$1,200 from an online auction of Vikings-Cowboys tickets.

Be sure to consider these farm-proven hybrids as part of your customers' crop plan as you confirm orders before December 15. Together we can take on cancer one unit at a time!

HOW TO GET INVOLVED:



Purchase seed corn! For every unit of LH 3937 VT2 PRO, LH 5245 VT2 PRO and LH 6477 VT2 PRO sold, Latham Seeds will donate \$1 to the American Cancer Society.



Donate and Latham Seeds will match your contribution. Be sure to send us proof of your donation, such as a check for year-end giving to the American Cancer Society or St. Jude Children's Research Hospital.



Get involved locally with: <https://secure.acsevents.org/>



Learn more at www.lathamseeds.com/hope.



2022 F.I.R.S.T. TRIAL PERFORMANCE



8 WINS

TOP 5	62
TOP 10	152

10 WINS

TOP 5	55
TOP 10	116



Find complete 2022 harvest results on this page: <https://www.lathamseeds.com/performance/>



SEEDWARE TRAINING

2022-23 SEEDWARE OVERVIEW: REPORTS



SANDIE JOHNSON

SEEDWARE TRAINER

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Wednesday, December 14, 2022 7:00 AM

Thursday, December 15, 2022 8:30 AM

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
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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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CHRISTMAS WORD SEARCH

Find the words related to
Christmas in the grid to the right.

BOW
CANDY CANE
CAROLS
CHRISTMAS
ELF
FAMILY
GIVING

JINGLE
JOY
LIGHTS
NORTH POLE
PRESENTS
REINDEER
SANTA

SLEIGH
SNOW
STAR
STOCKINGS
TREES



K	F	A	M	I	L	Y	T	R	N	K	B	J	L	H
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