

Selling FieldXField®

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JULY
2022

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

A RENEWED FOCUS ON R&D

The desire to innovate with new products to help Midwest farmers meet agronomic and yield needs is precisely what prompted my grandparents to start Latham Seeds in 1947. Later, in the 1970s and 80s, my father had positioned the company into one of the nation's largest independent soybean breeding programs. This didn't happen by chance. It took a focused approach within a much broader mission: to be a trusted partner for farmers by providing personalized solutions today so they can grow even stronger legacies tomorrow.

In recent years, there has been a tremendous amount of consolidation in the seed industry. I wrote about this trend in the April 2022 issue of "Selling FieldXField." Now there are only

Latham®
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by **JOHN LATHAM**
PRESIDENT

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three major companies investing in seed traits and technologies: Bayer, Syngenta and Corteva. Their respective headquarters are in Germany, China, and the U.S. Their work is expected to benefit Wall Street, not Main Street. As president of a family-owned business that's dedicated to the success of our customers, I question how much the leaders of these three companies truly care about the ROI for the farmers who plant their technology.



My grandfather, Willard Latham, wanted to help solve agronomic problems for his neighbors, offer a top-quality product, and give back to his community. Those are the same principles that we live by today. You'll hear more about this at our Dealer Kickoff event when we launch an exciting new campaign to benefit the American Cancer Society. We know you also support the core principle of giving back.

While agriculture and the world around us has changed tremendously in the last 75 years, our mission – and our commitment to building strong partnerships with Latham representatives like you – has remained the same. I hope you are "Latham proud," too.

THANK YOU FOR ALL THAT YOU DO!

3 IDEAS TO START THE NEW SALES YEAR STRONG



by **AMY ROHE**
SALES MANAGER

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July marks the start of our new sales year with our annual Latham® Dealer Kickoff event. This year's event, July 14-15 in Des Moines, Iowa, will be particularly meaningful as we will celebrate Latham Seeds' 75th "birthday" in grand fashion.

We chose Living History Farms for Latham Seeds' 75th birthday party on Thursday evening, July 14, due to its iconic nod to Iowa agriculture. You and your family will be transported to a simpler time when farmers learned to flourish. Contrast that to our host hotel, the Des Moines Marriott, located in the heart of downtown's lively business district. The Marriott is within walking distance to shopping, nightlife, and dining. This hotel also features an indoor pool, fitness center, an on-site restaurant and complimentary WiFi.

Our party will continue the morning of Friday, July 15, when we will celebrate top seed sellers at our Awards Banquet. We will announce the destination of our next sales incentive and the location of our 2023 Dealer Kickoff meeting. We also have plenty of things to share with you from the 2023 seed guide.

During Kickoff meetings, we will showcase initiatives that will be our focus during the 2023 sales year:

1 Customer-for-Life Strategy. We introduced this concept last year by highlighting the most important touch points throughout the sales year. Customers want and expect year-long service. Farmers want a trusted dealer to guide them through our rapidly changing industry. The better you know your customer, the better recommendations you will make. Be intentional with customers touchpoints. Think about the points you want to cover before making an appointment to meet with a

customer. Work with your RSM to put touchpoints into your Business Growth Plan.

2 Growing Season Visits. Growing season visits are key customer touchpoints. Remember, the growing season starts as soon as the seed goes in the ground. This means the next selling season starts as soon as the seed gets planted! Spend time with your customers throughout the summer, making notes about product performance. Our product team developed questions to ask during the next couple of months, so check them out on Latham's Dealer Center.

3 Customer conversations. How do you approach loyal customers, who have planted most of their acres to Latham brand products, versus prospects who have never tried Latham? Your talking points should be different, so take some time to prepare them. Have you collected testimonials from your loyal customers? Farmer testimonials are the BEST form of advertising! Latham's Marketing Team can help you turn testimonials into marketing tools.

We are so excited to start a new sales year! If you are unable to join us for Kickoff, schedule time with your RSM. Also take time to plan for your next sales year.

Remember, year-long touchpoints are key to hitting your 2023 sales goals. Visit customers this summer in their fields plus bring them to Latham plots. Also make plans to attend Latham Seeds' Premier Agronomy Center grand opening on September 8 when our 75th birthday celebration will continue.

THANKS FOR ALL YOU DO. GOOD LUCK AND HAPPY SELLING!



BE THE SEED

Farmers take the ultimate leap of faith when they bury a seed in the ground. They trust that it will emerge and grow, and that they will reap a harvest that will sustain their family for another season. That common leap of faith and dependence on God and weather unites farmers across the world and across generations. It's the same leap that my grandfather Leo took and his grandfather John before him. Even thousands of years ago, seeds were a common topic in the parables with about 80 references to seed in the Bible.

We understand what that means for a seed company. All the work that we do gets packed into that tiny seed. Our product team literally searches the globe for the genetics and traits that we develop into our outstanding Latham® products. We wrap the seed in a shield of protection with the best seed treatments available. Our operations team carefully chooses farmers to produce the seed with the same dedication and care that our customers will have for their crops.

The Latham Team handles seed with care throughout every step of our production process. We are always seeking ways to preserve that yield potential to ensure that it's ready to perform when a farmer opens a bag, mini-bulk or hard box. From the field to the truck, bins, conditioning, treating, packaging and warehousing, we protect the seed from potential yield-robbing damage. We aim for minimal handling, short and cushioned drops, as well as temperature monitoring. It's an elaborate process that hides within the seed but springs to life at emergence, growth, flowering, and at harvest.

And so it is with people.

Within every Latham employee, dealer and customer lies



by **RYAN SCHON**

GENERAL MANAGER

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an awe-inspiring potential. And just as a seed's yield potential can easily be lost in a seed company's process if we're not careful, so too can a person's potential. It must be developed. It must be nurtured. It can be fragile. We can do all that work to develop and maintain a seed's yield potential, but it wouldn't be a seed business without the people. How can each of us embrace the brilliant story of a seed?

How can each of us "Be The Seed?"

Embrace your potential. The world needs you. We need you to be the seed.

Be the seed of initiative. Take the risk to plant new ideas. You cannot reap what you do not sow.

Be the seed of growth. Planting the seed does not ensure a harvest. You must invest the time in yourself to grow and develop.

Be the seed of nurturing. One beautiful difference between seeds and people? It's that people have a tremendous power to either help other people or break them down. Our calling, our burden, is bigger than a seed's. We can and must serve others.

There are many more examples. In all our life, we have the opportunity to be the seed. Embrace your potential, take the risk, and plant it. Grow it. Nurture it. And reap that bountiful harvest.

I'd love to hear yours. Shoot me an email (ryans@lathamseeds.com), text (515-868-6214) or tweet (@RyanJSchon) and let me know how you will "Be The Seed."



JOIN US AT SIGNATURE EVENTS THIS SUMMER



by **SHANNON LATHAM**
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What's your signature?

I'm not asking you to sign your name although a person's signature is distinctive. After all, John Hancock became famous for his flamboyant signature on the Declaration of Independence.

A signature event is an annual event that people look forward to attending. It usually includes signature cocktails and foods. The Masters is known for pimento cheese sandwiches, and the Kentucky Derby is known for Mint Julep cocktails.

One of Latham Seeds' signature events is Latham® Dealer Kickoff. When you think of Kickoff, hopefully you associate it with education and entertainment for the entire family. Our goal is to offer unique and relevant programs that families look forward to attending each summer. We enjoy watching friendships form between dealers and their families from other states. You can trade ideas or simply enjoy being in the presence of people who understand what it's like to walk in your boots.

How can you help us create distinctive and relevant engagement with your farmer customers all summer long? I posed this question in last month's newsletter. Now that you've had 30 days to think about it, how will you go beyond satisfying your customers to amazing them?

Here is some food for thought...

I selected the Des Moines Marriott as our host hotel for Kickoff 2022 after visiting three hotels. I selected the Marriott because:

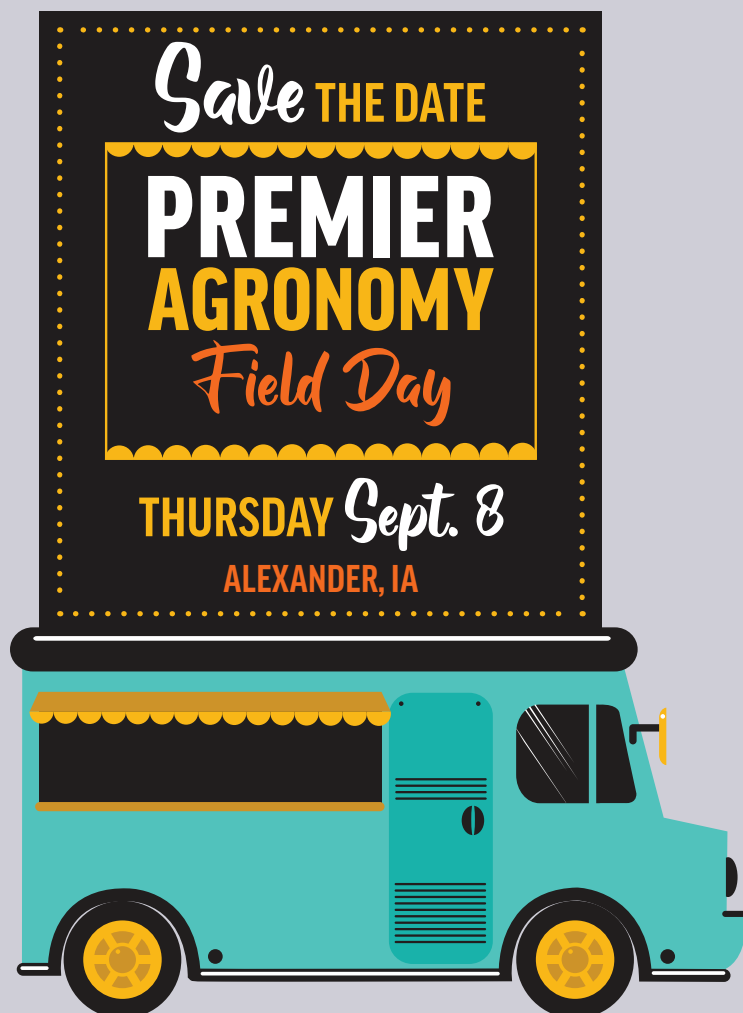
- 1** Valet parking was complimentary for me that day.
- 2** The Group Sales Coordinator literally gave me the "red carpet" treatment. (A red carpet laid for me to walk down as I entered the hotel lobby. My Marriott contact was standing at the end of the carpet, sporting the warmest smile.)
- 3** As I walked into the lobby, I was greeted by the most amazing fragrance. (The J.W. Marriott has a delightful signature scent.) Beautiful music was playing in the background. I made an emotional connection through photos decorating the walls of Iowa farm country, Iowa State Fair, and iconic Des Moines venues.
- 4** As I was leaving, I was given a gift bag including water and snacks that I could enjoy during my two-hour drive home. (How thoughtful that was!)
- 5** My Marriott contact followed up with a heartfelt note, thanking me for my time and reminding me how much she would like to do business with Latham Seeds.

How can you make your customer visits a five-sensory experience? What can your customers see, feel, hear, touch and taste to set your event apart from the others they will be invited to this season?

Latham's Sales & Marketing Teams are here to help you create one-of-a-kind experiences. We can help you create attention-getting invitations and order unique take-home gifts. We're also providing experiences for you to share with your customers including:

- **July – ACE Tour in Alexander, Iowa.** We'll roll out the Welcome Mat. Spend a day talking with Latham owners and management team members. Walk our fields and view unique research plots plus gain tips from Agronomist Phil Long on how Data Forward™ can take your field visits to the next level.
- **August – ACE Tour in Alexander, Iowa, and/or regional plot tours.**
- **September – Road trip to Latham Seeds' headquarters in Alexander, Iowa, for our Premier Agronomy Center Showcase.**

Watch your email inbox and mailbox for more details coming soon!





FUN AND GAMES FOR ALL!

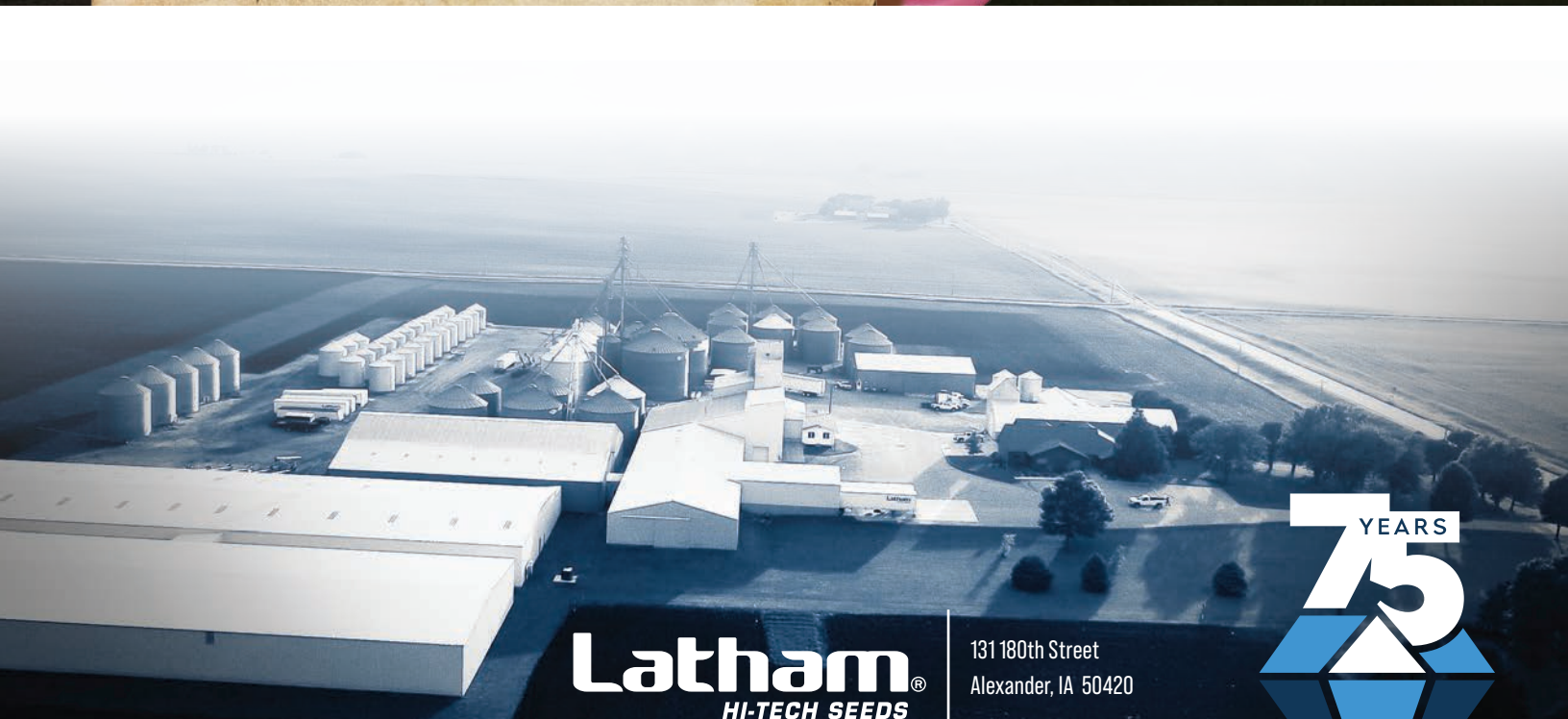
YOU AND YOUR FAMILY ARE INVITED TO JOIN US FOR OUR 75TH BIRTHDAY CELEBRATION

with a night on Living History Farms' 1875 town of Walnut Hill during Latham® Dealer Kickoff.

There will be a good old-fashioned picnic complete with yard games and horse-drawn wagon rides plus a few 21st Century treats, including balloon art, cake and ice cream, plus our signature Diamond Cocktail.



Latham Seeds will provide complimentary transportation to/from your hotel on Thursday, July 14.



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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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WORD SEARCH

Find the words related to the fourth
of July in the grid to the right.



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