

Selling Field Field®

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MAY
2022

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

YOU'RE INVITED TO WALK OUR FIELDS THIS SEASON

The growing season is finally here. It's a season of hope and opportunity for you, our valued Latham® dealers, and your customers.

I'm more excited than ever about the changes underway at our 75-year-old, family-owned seed business! The Latham Team is eager to test many new genetics and trait packages in 2022. We especially look forward to watching products under consideration in our newly expanded research program, which includes 152 locations. Our Precision Agronomist Phil Long has done a great job putting together some great agronomy tests that will help you and your customers discover ways to become more profitable.



Watch for opportunities to visit Latham's Premier Agronomy Center in Alexander from July through September. After ceasing many dealer and customer events due to the worldwide pandemic, we're excited to once again host in-person events.

Thirty-four participants, including many new Latham® dealers and prospects, attended our first, in-person ACE Tour last month in Alexander. ACE is an acronym for creating "amazing



Latham®
HI-TECH SEEDS

by **JOHN LATHAM**
PRESIDENT

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customer experiences. The objective of each ACE Tour is to roll out the welcome mat as we introduce dealers and prospects to Latham team members, products and services.

An ACE Tour begins with a welcome by me. Then managers for the Sales, Marketing and Product Teams provide an overview of the products or services they provide for Latham dealers. After a hearty lunch, Greg Jaacks leads a soybean plant tour.

Many of the new dealers who attended the April ACE Tour told us they are excited about Latham Seeds' breeding program. They were impressed with our quality products and by our outstanding team members.

NOTE: We will offer ACE Tours this summer that are specifically designed for your customers to learn about Latham Seeds' research program, including on-farm research trials underway through our Premier Agronomy Center.

Latham Dealers are welcome – even encouraged – to request a customized tour for a group of your customers. This will allow you to choose a date that works best for your area, and we can focus on products or research that is of most interest to your group. June tours will include a walk through our research fields, noting emergence and stand establishment. You'll get a first glimpse of many new products. July tours will allow participants to see how different products are developing.

Talk with your RSM to make plans for a growing season tour of plots on our family's Iowa Century Farm.

SHOW UP DIFFERENTLY IN SUMMER, REAP REWARDS IN AUTUMN



by **AMY ROHE**
SALES MANAGER

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Spring is such fun time to travel across Latham County because planters are rolling! As soon as the crops emerge, it's time to plan your growing season visits.

Here are a few time-proven ideas from top-selling Latham® dealers:

June – Take videos of different fields, highlighting the different hybrids and varieties. Focus on key products, as well new ones. Send videos to your customers. Need help? Contact Latham's Marketing Team.

July – Have one-on-one customer visits in their fields. Pull up the Data Forward™ app and pin your current location. Then take photos and make notes of what you are seeing. Demonstrate the app. Show your customers how they can track rain, hail or other weather events in each field. Ask questions about what is and isn't working in their fields. What is important to them... Is weed pressure driving their decisions? Are they looking for a racehorse or a more defensive hybrid – or maybe some of both? This is valuable information to customize a crop plan to fit their fields and management style. There also is a FieldxField® worksheet in your Sell Book and in the Dealer Center if you prefer to use paper.

August – Bring everyone into the plot to showcase Latham products. Host a customer appreciation event by offering a meal after the field tour.

September – Based on the information you have gained from walking fields and visiting with your customers, put together a crop plan proposal. Meet individually with customers to talk through your proposed crop plan. Take notes on their

feedback. Make changes, if needed, and let them know you will review it with them after harvest.

Field time with customers throughout the entire growing season (1) sets Latham Seeds apart from most of our competitors; (2) leads to meaningful conversations with customers; and (3) provides an easy transition to early orders.

We are working on our growing season visits with you, as well. Our RSMs are locking in dates to walk plots to equip you with product information and relevant agronomy topics that you can share with your customers. Watch for more information and save the dates to come!

HAVE A SAFE PLANTING SEASON AND HAPPY SELLING!

P.S. Remember to take a picture as you're planting a Latham plot. Send this pic to customers with a comment that you look forward to walking through the plot with them.



GET DIRTY.

When I coached my kids' Little League baseball and softball teams, "get dirty" was one of our rallying cries. Too often, kids would nervously approach a base, slow down, and awkwardly point one foot out to try to safely sneak into the base. This was a bad enough strategy for rounding the bases, and even worse if they were leading off and trying to return safely. Usually that indecisive half-slide meant that the ball was waiting for them when they arrived. Even worse, they sometimes twisted and turned ankles and landed on the ground in pain.

Baseball players are supposed to get dirty.

Planting is now in full swing across Latham Country. Those first-planted fields from April are now



by **RYAN SCHON**
GENERAL MANAGER

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emerging. Seed companies, dealers and farmers work year-round to produce the best possible crop, but we get just this brief window to grow the crop. It's critical to the success of your crop to manage it well all season long. **More importantly, now is the most effective time to build relationships and add value with your customers and prospects.**

So, this month's article will be brief. If you made it this far, thank you. Now lay it down, head on out to walk your customers' fields, and...

Get Dirty.



CELEBRATE OUR 75TH IN DES MOINES!



by **SHANNON LATHAM**

VICE PRESIDENT

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Latham Seeds is turning 75, and you're invited to celebrate with us July 14-15, 2022, at the Downtown Marriott in Des Moines, Iowa!

Latham® Dealer Kickoff 2022 will pack fun for the entire family as we celebrate this milestone and look forward to another year of success. This year's theme is "Family Owned. Farm Proven."

Dealers will get down to business at 11 A.M. on Thursday, July 14, with an industry and company update by John and Shannon Latham. The afternoon will continue with a Roundtable Discussion with Latham's Pre-Commercial Development Manager Bob Foley. Product Managers Lyle Marcus and Matt Moore will unveil our 2023 Corn and Soybean Lineups, and Sales Manager Amy Rohe will highlight our sales programs.

That evening all dealers, guests and children will depart the hotel via charter bus to Living History Farms, an interactive outdoor museum. Together we will experience 1900s pioneer living with demonstrations and hands-on activities during happy hour. We also will enjoy a banquet and live music before we return to our hotel.

We will continue to celebrate our successes on Day 2 during a buffet breakfast and awards program. Iowa State University (ISU) Economist Chad Hart will keynote the morning session. Bob Foley, Lyle Marcus and Phil Long will share how building broad-acre data supports product placement and sales. Then Amy Rohe will wrap up the morning with a look at tools available for in-field agronomy support.

Fun for the Whole Family

Our 2022 Dealer Kickoff includes fun for the entire family. On Day 1, spouses or guests are invited to the Des Moines Botanical Gardens where they will enjoy lunch followed by a tour and potting workshop. They will return to the hotel in time to freshen up before joining the group for evening activities at Living History Farms.

Day 2 offers an opportunity to tour the Iowa State Capitol. As the elected representative for Iowa House District 54, I look forward to talking with you about my duties there.

Day 1 for children includes a trip to the zoo where they will be treated to a box lunch. Special live demos will be offered for Latham guests to learn about unique critters. The group will return to the hotel in time to join for evening activities.

Registration is live on LathamSeeds.com. Submit yours by June 15 to receive a complimentary, commemorative 75th anniversary T-shirt!

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FAMILY OWNED FARM PROVEN

Where:

Des Moines Marriott Downtown
Des Moines, Iowa

When:

Registration begins at 9 AM on July 14, 2022
Kickoff will end at 1 PM on July 15, 2022

Who:

Dealers, spouses or guests and children are invited!

What:

Those dealers who sold 200 units of corn and/or 1,000 units of soybeans will be treated to one night at Des Moines Marriott Downtown. Congratulations on your hard work!

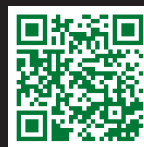
Visit www.LathamSeeds.com/events to register!

*Schedule times are subject to change



Annual Latham® Dealer Kickoff

at Des Moines Marriott Downtown
Des Moines, IA



ONLINE REGISTRATION IS OPEN!

www.LathamSeeds.com/events

SEEDWARE TRAINING



SANDIE JOHNSON

SEEDWARE TRAINER

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Wednesday, May 11, 2022 7:00 AM

Thursday, May 12, 2022 8:30 AM

2021-22 SEEDWARE OVERVIEW: DEALER RETURNS, BEAN DUMPS AND SETTLEMENTS

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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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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SPRING TRIVIA QUIZ

1. When does spring begin in the southern hemisphere of the Earth?
a. September b. June c. March
2. In Greek mythology, who is the goddess of spring and nature?
a. Iris b. Aphrodite c. Persephone
3. What is the most common trigger of allergic reactions in spring?
a. Bird Feathers b. Rising Temperature c. Pollen
4. Which species of bird is an iconic symbol of spring in North America?
a. Cardinal b. Robin c. Goldfinch
5. What is another term for the spring equinox?
a. Vernal Equinox b. Blackthorn Equinox c. Floral Equinox
6. The first day of spring also marks the beginning of Nowruz, or the New Year, in which country?
a. Pakistan b. Iran c. Afghanistan
7. In Roman mythology, she is known as the goddess of spring?
a. Flora b. Venus c. Diana
8. What is Holi?
a. Tulips festival in Holland b. Indian festival of colors c. A flower
9. What does the word "equinox" mean?
a. Equal Day b. Equal Night c. Equator and Sun