

Selling Field Field®

IN THIS ISSUE

- p1** We Are Growing Strong *John Latham*
- p2** Join Us Nov. 17 for Latham's Post-Harvest Huddle *Amy Rohe*
- p3** Test Weight: Shelling vs. Selling! *Bob Foley*
- p4** Post-Harvest Meetings Highlight the Power of Latham® Products *Shannon Latham*
- p5** Latham Christmas Pop-Up Store



NOVEMBER 2022

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

WE ARE GROWING STRONG

Our Early Commitment Program is meant to help everyone: you, your customers and us, too. Thanks to your participation in our program last month, we received more orders earlier than ever before. Why is this so important? Because it allows us to grow your sales while giving our production team members the information needed to start bagging the products **you** need. Our commitment is to always be a partner in your success.

Each year I strive to share yield results as soon as we get them. **That's why I started a video series to share everything we know - and interviews with different product team members - as we move through the harvest season.** These can be found on our social media pages. I also

will send links via email to you. I hope these videos serve as a timely and valuable resource to you. Please also keep sending plot results, combine monitors and your own videos from the field to the Latham Team. We enjoy seeing your success!

One of the biggest advantages Latham Seeds offers is brand-testing



Latham®
HI-TECH SEEDS

by **JOHN LATHAM**
PRESIDENT

1-877-465-2842 / johnl@lathamseeds.com

research that is specific to you. We don't just accept any product into our lineup because someone told us to. We conduct rigorous independent research on every product. I can assure you only the top-shelf performers make the cut.

Latham's Product Team is eager to study harvest results and put together our 2023 Latham® lineup. We look forward to sharing preliminary results with you during our Post-Harvest Huddle meeting on Thursday, Nov. 17. (Watch your mail for meeting details coming soon!)



Thanks again for your early commitments and early orders! We appreciate all that you do and wish you a safe finish to this harvest season. We look forward to connecting with you soon during our Post-Harvest Huddle meetings. Watch your email for more details about a NEW meeting format!

JOIN US NOV. 17 FOR LATHAM'S POST-HARVEST HUDDLE



by **AMY ROHE**
SALES MANAGER

1-877-465-2842 / amyr@lathamseeds.com

What a season we have had! Harvest was quick across our entire footprint. Many of our customers have achieved record-breaking yields, which is especially exciting because we experienced one of the most diverse springs on record from derechos to flooding to drought!

We've enjoyed seeing pictures of yield monitors that so many of you sent us. Keep those coming and remember to share your exciting results on social media! These results are a true testament of the breadth and depth of Latham's lineup.

We're eager to share what we have seen and learned in 2022 with you at our annual Post-Harvest Huddle meetings. These meetings are one of my favorites as we get to see the results of our hard work and our team effort.

Here's a sneak peek of what we will share with you on Thursday, Nov. 17:

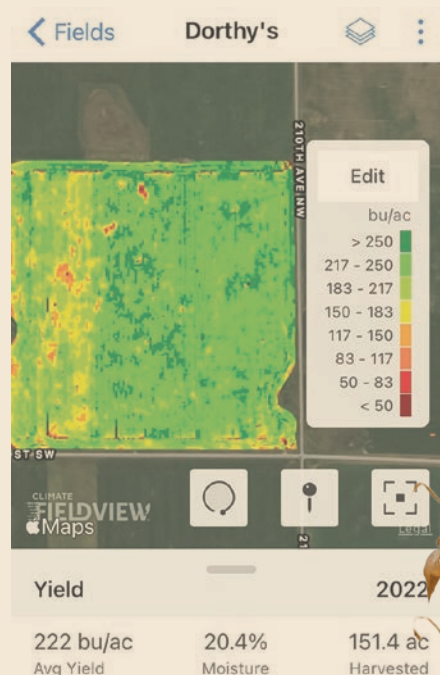
- **Performance.** As always, yields steal the show. We will share many yield results from F.I.R.S.T. Trials to our own Showcase Plots and Elite Trials. Weather, of course, is a major factor to yield, so it's important to look at multiple locations over multiple years. Our team is compiling multiple data points, so you can get the best scope of a product.
- **Product Placement.** As you decide what to plant next spring, field environments and management practices matter. Latham's Product Team has crisscrossed our footprint, taking notes and comparing them with the Research Team. They study how products react to different soil types, management practices and insect pressure to name just a few. You can compare your notes with theirs to ensure you're recommending the best products to your customers on a field-by-field basis.
- **Late-Season Planting.** Planting was later than normal in many areas. How did this affect yield? We're seeing some later-maturing soybeans out-performing earlier soybeans. It pays to plant a package!
- **New Products.** Some of our new products are winning time and again! Tune in to see how they performed and to learn more about where to place them to maximize their yield potential.

You can look forward to this and more during Latham's Annual Post-Harvest Huddle! This year we are hosting our meetings a little differently. Based on your feedback, we will host a live, but virtual meeting. You can watch our event from your office or your kitchen table or your combine or tractor cab.

As our Product Team is presenting, we encourage you to ask questions and share your experiences. These live events will be recorded, so you can watch it later if need be. You also can use clips from this meeting to share with customers if you choose to host a Post-Harvest Meeting with your customers.

Be sure to watch for additional information about our Post-Harvest Huddle, including how to register. Sign up early to be eligible for some impressive door prizes! In the meantime, we will continue to pray for a safe harvest season.

GOOD LUCK AND HAPPY SELLING!



TEST WEIGHT: SHELLING VS. SELLING!



by **BOB FOLEY**
PRE-COMMERCIAL DEVELOPMENT MANAGER
605-651-3122 / bobf@lathamseeds.com

Yields, bushels and test weights dominate conversations during harvest season, but how are they tied together? More than one thousand years ago the bushel was determined as volumetric. To facilitate the trading of grain in the United States, the U.S. Department of Agriculture standardized a bushel as a volume of 1.244 cubic feet (which is the same as 32 quarts). Then USDA assigned corn a weight of 56 pounds to fill those 32 quarts.

The test-weight concept, developed years ago by the grain trade, is a way to account for the varying densities of grain caused by genetics, weather and/or production practices. Test weight is a measure of the grains' bulk density to fill those 32 quarts. Test weight varies with grain moisture, so grain buyers pay based on "dry" bushels, which is 15 to 15.5% grain moisture.

Yield and test weight are not highly correlated. You've had hybrids with equal yields but varied in test-weight readings. Yield is only the number of 56-pound dry bushels per acre. It is important to note this because test weight matters at the elevator and may have financial implications when buying or selling.

If you deliver 52-pound test-weight grain, the delivery will contain fewer "56-pound bushels" and you could be receiving less money for the load on a per volume basis. Whereas, if you were to deliver 58-pound test-weight grain, the delivery would contain more "56-pound bushels" and you could receive more money on a per volume basis. On this basis, you might need more or fewer deliveries to fill a contract.

Test weight increases as corn dries partly because kernel volume tends to shrink with drying, so more kernels pack into a bushel. Dry grain is slicker, allowing kernels to pack more tightly in a bushel. If you walked a field weeks before harvest, you would notice that longer-living plants produce better kernel size and fullness. Dried kernels from the longer-living plants would be slicker than kernels from early-death plants. Slick kernels pack better than rough kernels, and better packing equals higher test-weight.

A farmer's field management is important. Photosynthesis drives the plants' genetic test weight potential. Obstacles to photosynthesis include variables such as planting date, shallow planting depth, root quality, stalk quality, fall plant health and tolerance to kernel/cob rots. Also playing big roles can be weather stresses experienced during grain fill, late-season foliar leaf diseases and cool temperatures.

Genetics x environment drives every outcome. The genetics of the kernel regarding test-weight are important, so it is a priority for Latham Hi-Tech Seeds' product profiling. We continuously search for healthy plants with healthy roots and stalks, plus high-end grain quality. We often promote fungicide applications to lengthen the plants' "alive time" to increase grain quality.

Our objective is to help our farmer-customers produce 32 quarts of healthy, full term, well filled, undamaged, slick kernels. We strive to look beyond yield, and understanding test weight matters to your bottom line!

USDA Corn Quality Grades

The U.S. has a reliable and transparent quality grading system.

U.S. No. 1	U.S. No. 2	U.S. No. 3	U.S. No. 4	U.S. No. 5
Minimum test weight per bushel: 56 pounds (25.4 kg)	Minimum test weight per bushel: 54 pounds (24.5 kg)	Minimum test weight per bushel: 52 pounds (23.6 kg)	Minimum test weight per bushel: 49 pounds (22.2 kg)	Minimum test weight per bushel: 46 pounds (20.9 kg)
Maximum limits: 0.1% heat damaged 3% total damaged 2% BCFM	Maximum limits: 0.2% heat damaged 5% total damaged 3% BCFM	Maximum limits: 0.5% heat damaged 7% total damaged 4% BCFM	Maximum limits: 1% heat damaged 10% total damaged 5% BCFM	Maximum limits: 3% heat damaged 15% total damaged 7% BCFM

■ **Buyers should contract** quality requirements and non-grade factors.

■ **Final corn quality** is also impacted by movement through export marketing channels.



**U.S. GRAINS
COUNCIL**
www.grains.org

POST-HARVEST MEETINGS HIGHLIGHT THE POWER OF LATHAM® PRODUCTS



by **SHANNON LATHAM**
VICE PRESIDENT

1-877-465-2842 / shannonl@lathamseeds.com

As field work winds down this season, we're excited to invite you to celebrate our successes at one of our upcoming virtual post-harvest meetings — all on Thursday, Nov. 17.

We will customize meetings by relative maturity. Our hope is that you'll join us for one of our Post-Harvest Huddle virtual events – even if it's from the field! Then we encourage you to hold your own meeting with customers at your dealership. The objective of holding an in-person meeting at your dealership is to affirm your customers' excitement about Latham brand products and to confirm their orders by Dec. 15.



Latham's Marketing Team can help you prepare by providing:

- Printed and/or electronic invitations to your event
- Agendas for specific discussions you want to have
- A "Meeting Kit" for your customers (pens, notepads, caps and other goodies)
- Access to online materials, including John Latham's recent harvest update videos

If you'd like to have one of our product specialists present at your post-harvest meeting, just let us know! Feel free to email Marketing@LathamSeeds.com for assistance or call Bonnie Harris at 515-321-5444. Our goal is to help set you up for success as we share the exciting Farm-Proven results of this year's harvest season.

POST HARVEST HUDDLE SCHEDULE

DAY	DATE	TIME	MATURITY
Thursday	Nov. 17	8:30 - 10 AM	Early
Thursday	Nov. 17	10:30 AM - 12 PM	Mid
Thursday	Nov. 17	1 PM - 2:30 PM	Late

Register by Nov. 15*
for a chance to win
Minnesota Vikings tickets!

***Watch your email for more details
and a link to register for the meeting.**



ORDER HOLIDAY GIFTS **NOW**

The holidays are quickly approaching! In addition to offerings on Latham Gear, we have a separate Christmas Pop-Up Store with exclusive Latham Hi-Tech Seed promotional items. **Place your orders by Nov. 6 to assure delivery before Dec. 25.** Visit the following QR code to learn more and to place your order.



Questions? Reach out to marketing@lathamseeds.com – Thank you and Happy Shopping!

SEEDWARE TRAINING

2022-23 SEEDWARE OVERVIEW: CUSTOMER AND ORDER ENTRY



SANDIE JOHNSON

SEEDWARE TRAINER

641-692-0333 / sandiej@lathamseeds.com

Wednesday, November 16, 2022 7:00 AM

Thursday, November 17, 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
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.

131 180th Street
Alexander, IA 50420

CALL 1.877.60.LATHAM

(1.877.465.2842)

641.692.3258 Office

641.692.3250 Fax





THANKSGIVING SUDOKU

Here is a word sudoku that uses
the word **MAYFLOWER**, making it
a great puzzle for Thanksgiving.



							A	
	O	R				F		
	E							
			L	O		R	W	
								A
	M			R	Y			
A			E				O	W
	L				O			R
	R	M	W				E	L