

# Selling FieldXField®

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## OCTOBER 2022

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

## SOWING SEEDS OF HOPE

It was 13 years ago when our family had to accept the news that cancer had caught up with us. My dad, Bill Latham, was diagnosed with Acute Myelogenous Leukemia (AML).

Dad was a hard worker, an avid researcher, my mentor and an astute businessman. He was doing what he loved – harvesting a research plot – when he started to feel pain in his abdomen. We rushed him to the hospital in Mason City first and then on to the Mayo Clinic. When we realized what Dad was facing, we were scared.

All I could think was how fortunate I was to work directly with Dad for 15 years prior to that day. I learned so much from him about research and how to run a business. He truly valued Latham® dealers and customers. My brother, Chris, remembers Dad's wisdom in accounting and finance. So many lessons were passed down to us.

We learned from the best.

Dad also was a fighter. He wanted to beat cancer. He elected to have a stem cell transplant, which extended his life for nearly six more years. It was cherished time that allowed Dad to meet his youngest granddaughter and enjoy time with his



**Latham®**  
**HI-TECH SEEDS**

by **JOHN LATHAM**  
PRESIDENT

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five grandchildren, while also continuing to pass down business advice to me and Chris.

Dad passed away in 2015. Cancer is a grueling opponent. I know you can relate because cancer affects us all at some point.

That's why cancer research, and raising money for cancer, is something that's near and dear to our hearts. In celebration of our company's 75th anniversary, Latham Hi-Tech Seeds has launched a campaign to raise \$75,000 for the American Cancer Society. We will donate \$1 from every unit of three select Latham brand hybrids to support the lifesaving research,

treatment and care of patients and their families. The American Cancer Society provides resources for those diagnosed with different types of cancer, as well as promoting awareness for detection and prevention.

I am so proud to be a champion of this goal, this cause and this family of cancer survivors. Together, we can continue Bill Latham's fight.



## 3 TIPS FOR USING YIELD DATA TO GAIN SALES



by **AMY ROHE**  
SALES MANAGER

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Last month I traveled to several field days across Latham's Country. You can feel the anticipation of harvest in the air. It reminds me of the excitement for Friday Night Lights or College Game Day.

My husband, Bryan, and I spend fall Friday nights watching our two oldest sons play high school football. There are so many correlations between football and seed sales. For example, the score is just one indication of how the game went. While watching game film, a team takes a deeper look at what plays led to the final score.

Yield data is a lot like game film. As yield results roll in, here are a few things to keep in mind:

- **Promote wins with customers and prospects as results become available.** Create excitement by sharing Latham Seeds' wins via social media, group text, or a text to individual customers with a personal message. Be intentional with your posts, so you stay visible during harvest. Set a goal to share yield data at least once or twice a week. After harvest, meet with your customers to review summer field notes and confirm their early product commitments, field by field.
- **Share data from multiple locations over multiple years.** Weather and other conditions vary each year, so be sure to compare 2022 results in one plot with multiple other plots across multiple years. More locations provide you with a better idea of a product's performance. Remember to

also review the plot notes: What was the planting date? What crop was previously planted? Should environmental be taken into account?

- **Talk with your customers about what products would work best for them.** Latham's showcase plots provide an educational platform for you to walk through with your customers. Showcase plots are both educational and marketing tools. Many customers ask how your plot performed, providing an opportunity to share what you saw throughout the growing season. Can you share drone images to tell your plot's story? Then lead the conversation into a discussion about products that would best fit their farms. Remember to ask for the order, field by field. Keep asking for another field until you place their entire farm!

Latham Seeds will provide yield results as they become available. We have a wide range of data points from Latham Showcase Plots to Elite Trials to independent F.I.R.S.T. Trials. We expanded our Elite Trials in 2022, so Latham's Product Team will share these results during our Post-Harvest Huddle meetings.

We look forward to hosting Post-Harvest Huddles next month where we will take a deep dive into our lineup, so you can sell confidently. Watch for Huddle details coming soon!

**GOOD LUCK AND HAPPY SELLING!**





## OUR ROADMAP FOR SUCCESS IS DRIVEN BY R&D

Most of us hear “R&D” but don’t take the time to really consider what the acronym means. At Latham Hi-Tech Seeds, R&D serves as a moniker for all that happens behind the scenes before products are ready for your farm.

Under Latham Seeds’ R&D umbrella sit some big features like Product Trials, Applied Agronomy, Product Development, Seed Treatment, and Pre-Commercial Development. We visit with you about profiles, placement, needs assessment, locations, ratings and more.

I work in Pre-Commercial Development (PCD), so you’ll hear me talk about Latham’s ever-evolving list of breeding partners or the thousands of unique genetic combinations we work with every day. I often talk about how we’re breeding corn to develop new hybrid parent lines (inbreds).

If you look under the PCD hood or look into a day-in-the-life of a Latham corn breeder, you will see a variety of activities. Did you know that we place EVERY product into several key geographic inbred and hybrid observation fields? These are not the yield trials, but specific locations selected to teach us different things about the products and the parents that make them. Our team travels constantly throughout the growing season to multiple locations in Iowa, Nebraska, South Dakota, North Dakota, Wisconsin and Minnesota. These sites are our classroom where we learn about the inbred parents’ abilities beyond yield.

Imagine the value for Latham Seeds to know what how inbred parent performs in various hybrid combinations across Latham Country. Our focused in-field research allows us to learn what each inbred parent brings to the table. We evaluate them for disease, flowering data, emergence and more. As examples of what these sites provide, our Wisconsin plot has



by **BOB FOLEY**  
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each of our inbreds and hybrids screening for earliness, Northern Corn Leaf Blight, Tar Spot and rapid drydown. This site has proven a great plot for Tar Spot work and serves as a dependable tool for screening. In fact, this location has helped us evaluate and access Tar Spot-resistant materials from Cuba and Mexico for our breeding program. We use Mexico and Argentina to convert these materials into our genetics and our maturity zones, so we can forward breed for resistance. This is a long process. As we work to bring Tar Spot resistance into the future lineups, these Wisconsin sites will prove valuable for placing the current materials more effectively.

In Nebraska, we get a good look at Goss’s Bacterial Wilt and Green Snap. This season we have a bonus Northern Corn Leaf Blight (NCLB) infection. The surprising NCLB notes, a location’s flowering notes, or random Common Rust, Southern Rust, Drought or Greensnap will help us greatly with product profiling by knowing which products could move north well and which ones might benefit from fungicide. This format serves as a reminder that we must always see more, try more and evaluate more. They are essential in providing us with data to create strong products for you.

Pre-Commercial Development is more than breeding. It is reaching beyond Latham Country to find genetic material that could benefit our customers. For example, finding resistance for a disease from genetic material in Cuba or Argentina allows us to incorporate that disease resistance into corn that we’re developing. Then we test this corn in the Upper Midwest to prove it works here before we add it to Latham’s product lineup. This is one example of what R&D means for Latham Seeds — and YOU! That type of reach helps create strong products for you and is one example of what the R&D acronym stands for.



## 3 EASY WAYS TO SOW SEEDS OF HOPE THIS FALL



by **SHANNON LATHAM**  
VICE PRESIDENT

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Leukemia, lymphoma and myeloma are the three leading causes of cancer deaths in the United States, yet many people aren't aware of the impact of the blood cancers. Did you know one in every eight women will be diagnosed with breast cancer in her lifetime? There are more than 100 types of cancer, so Latham Hi-Tech Seeds is working hard to promote cancer awareness and to raise funds for a cure.

We're inviting you to join our cause!

### Here are a few ways you can help "Sow Seeds of Hope" this season:

**1**

**Give "Sowing the Seeds of Hope" 30 oz. tumbler to your customers and prospects to enjoy throughout the harvest season.** [I've used mine daily since I got it at Kickoff because it's large and it keeps ice water colder than any other mug. Now I'm considering getting a second tumbler to keep my coffee hot during the harvest season.]

**2**

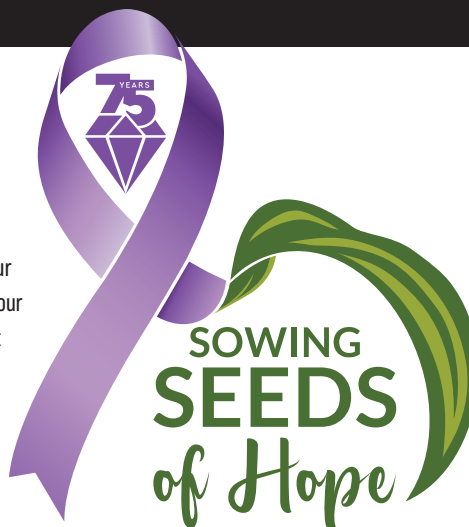
**Include a pamphlet inside each Harvest Bag that you deliver with treats to help farmers power through the long days of harvest.** Another idea is to send a customized oversized postcard to remind customers to place their order PLUS let them know \$1 will be donated to the American Cancer Society for each unit they purchase of these three Latham® brand hybrids: LH 3937 VT2 PRO, LH 5245 VT2 PRO RIB and LH 6477 VT2 PRO RIB.

**3**

**"Sowing Seeds of Hope" t-shirts make great stocking stuffers, and they're in stock!**

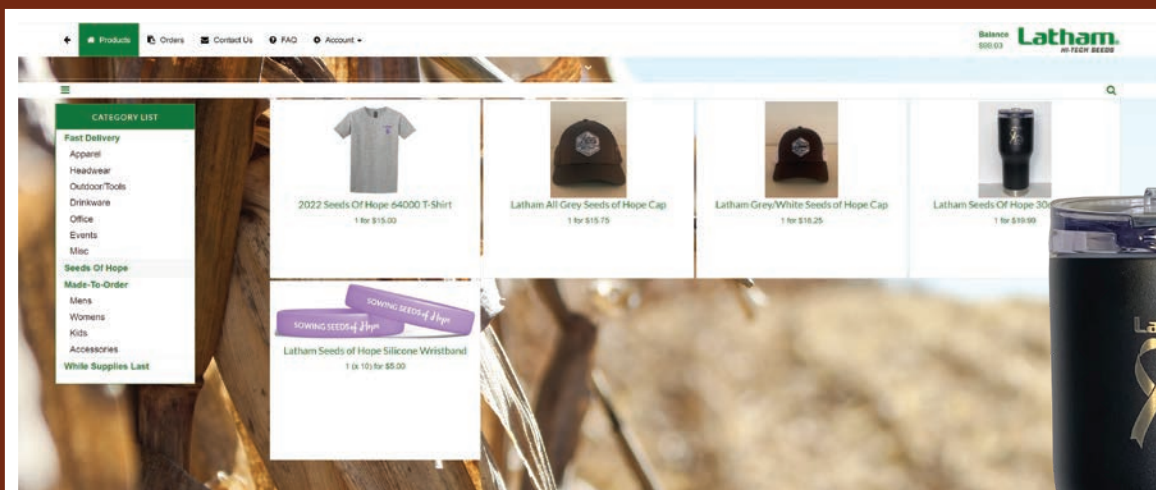
To help ensure delivery of other merchandise for Christmas, place your order in October. It has been more than two years since the world shut down for the worldwide Covid-19 pandemic, but supply chain issues persist.

Log onto LathamGear.com to use your co-op marketing funds to purchase "Sowing Seeds of Hope" merchandise today! **Contact your RSM or send an email to [marketing@lathamseeds.com](mailto:marketing@lathamseeds.com) to find out how much money you have available for co-op reimbursement.** See your Latham® Dealer Sell book for details of using your co-op marketing funds. Also feel free to contact Latham's Marketing Team to request pamphlets to promote the three "hope" hybrids.





# ORDER CHRISTMAS GIFTS **NOW!**



The holidays present Latham® dealers with the opportunity to show existing and prospective customers how much you appreciate their business. Visit [www.lathamgear.com](http://www.lathamgear.com) to choose gifts.

**NOTE:** Order gifts as soon as possible to mitigate any supply shortages or shipping delays.

Order these Seeds of Hope tumblers **WHILE SUPPLIES LAST!**



## SEEDWARE TRAINING

### 2022-23 SEEDWARE OVERVIEW: CUSTOMER AND ORDER ENTRY



**SANDIE JOHNSON**  
SEEDWARE TRAINER

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**Wednesday, October 12, 2022 7:00 AM**  
**Thursday, October 13, 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.

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## HALLOWEEN TRIVIA QUIZ

1. Where does Halloween come from?  
a. Canada b. England c. Ireland d. Scotland
2. Which celebrity was born on October 31?  
a. Christopher Lee b. Rob Schneider c. Linda Blair d. Jamie Lee Curtis
3. The first Jack-O-Lanterns were made from \_\_\_\_\_.  
a. Pumpkin b. Watermelon c. Cantaloupe d. Turnip
4. Halloween is the second highest grossing commercial holiday after \_\_\_\_\_.  
a. Thanksgiving b. Christmas c. Easter d. Valentine's Day
5. Which phobia that people have intense fear for Halloween suffer?  
a. Phasmophobia b. Nyctophobia c. Samhainophobia d. Wiccaphobia
6. Owls were thought to be \_\_\_\_\_ in Medieval Europe?  
a. Witch b. Ghost c. Death Announcement d. Vampire
7. On average each pumpkin contains how many seeds?  
a. 100 b. 300 c. 500 d. 1,000
8. Kids' number one choice of Halloween treats is...  
a. Jelly Beans b. Candy Corn c. Chocolate d. Hard Candy
9. The word Halloween comes from?  
a. All Hallows' Eve b. Scottich song c. All Saints day d. Celtic Song
10. Which haunted house is located 80 feet below ground?  
a. The 13th Gate in Baton Rouge, La b. Haunted Cave in Lewisburg, Ohio  
c. Blackout in New York d. Freakling Bros: Gates of Hell in Las Vegas