

Selling FieldXField®

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SEPTEMBER 2022

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

FAMILY OWNED. FARM PROVEN.

This marketing slogan, which was unveiled in July during Latham® Dealer Kickoff, sums up how Latham Hi-Tech Seeds is different from our competition. Many seed companies portray they are family-owned. Some companies that have sold use the semantics of "family managed." However, our company is both owned and actively managed by the third generation of Latham family members. We focus on farmer needs because our family-owned company can only succeed if farmers succeed.

Latham Seeds has been "farm proven" for 75 years. You can look at F.I.R.S.T. results for the past five years and see how Latham brand products consistently place in the top across our sales footprint. We believe our focus on research and development – which begins with a farmer needs assessment – is key to our success in yield trials and in our farmer-customers' fields.

We've invested more in research to find the very best products for our customers. Once an experimental product makes it through our research program and becomes part of our lineup, we value feedback from our customers. We want



Latham®
HI-TECH SEEDS

by **JOHN LATHAM**
PRESIDENT

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to ensure a new product provides our customers with value.

Large seed companies often make commitments to Wall Street about new technology. That commitment must be met even if those products aren't farm proven. At Latham Seeds, we're committed to bringing forward the best products for our customers regardless of the source or technology. Our independent options from multiple genetic and trait companies are greater than ever at Latham.

I couldn't be more excited about our 2023 lineup of corn, soybeans, and alfalfa! We have a great combination of new genetics along with farm-proven products. We're showcasing many of these products in our Premier Agronomy Center. **We look forward to showing you a sneak peek of these products on Sept. 8 at our family's Iowa Century Farm in Alexander.**



MAKE “TOUR PREMIER AGRONOMY CENTER” A KEY TOUCH POINT



by **AMY ROHE**

SALES MANAGER

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Research shows that connecting with customers at least seven times per year is key to building lasting relationships and growing your sales. It's a fact that you must earn your customers' business – and Latham Hi-Tech Seeds is here to help!

Make “Bring customers and prospects to Latham's NEW Premier Agronomy Center” one of your touchpoints for the 2022-2023 sales year, which is underway now. I guarantee bringing customers to Alexander will help increase your sales. Here's why:

- 1 Experience the Latham difference.** Farmers get to kick the proverbial tires. They can see, touch and feel Latham® products that are in our lineup, as well as those under consideration. A series of 18 learning blocks, or mini research locations within the Agronomy Center, range from planting date and planting population studies to management practices. Our needs-based research is centered on YOU, the customer. Upper Midwest farmers who attend this event can bring home ideas to their operations.
- 2 Surround yourself with the industry's best.** “Family owned. Farm proven.” This is more than our new marketing tagline. It's the truth. Owned and operated by the third generation of Latham family members, Latham Seeds has been farm proven for 75 years. Review years of yield data from our internal research and F.I.R.S.T. trials on LathamSeeds.com. Plus, the Latham Team is stacked with the industry's top professionals. Bob Foley, Lyle Marcus, Phil Long and Corey Catt (and others) will speak at our Sept. 8 event. Better yet, your customers can interact with them.
- 3 Secure early commitments and early orders.** If you drive your customers and/or prospects to Alexander, you'll have lots of windshield time to discuss Latham brand products. This is a natural opportunity to talk with farmers about Latham's Early Commitment program, which we introduced in July at Dealer Kickoff. Customers can receive a \$7/unit discount for each unit of corn and a discount of \$1.50/unit on each unit of soybeans that is submitted with an early commitment form electronically by Sept. 30 AND tied to an order in SeedWare by Dec. 15, 2022. See the Latham Sell Book for more details about this program.

GOOD LUCK AND HAPPY SELLING!

We look forward to seeing you on Sept. 8 in Alexander for the grand opening of Latham's Premier Agronomy Center! Pack your truck with customers and their families. Plan a caravan. Do whatever it takes to get people here! We will provide entertainment for the whole family from food and ice cream trucks to bounce houses and a live band. It's going to be a fun evening as we celebrate Latham's 75th with good food and good friends.



3 UNIQUE DEMOS AT PREMIER AGRONOMY CENTER

Head to North Iowa on Sept. 8 to join the Latham Team for our 75th Anniversary celebration and the grand opening of the Latham Premier Agronomy Center!

I am excited to highlight three specific features not often seen at a seed company field event:

1 ROOTWORMS. We will show you two new trait platforms to manage the corn rootworm build-back many farms are experiencing. For years we have challenged rootworms with BT-based traits. Now we're enhancing how we attack the insect.

First, we have the SmartStax® PRO package, which combines "BT" Traits with RNA structure. When eaten by the pest, this package interferes with an "essential-to-life protein" in the insects RNA (thus RNAi) and leads to insect control. This non-BT-based development will help control CRW in a new way plus extend the usefulness of BT-based controls. You will see the SmartStax PRO Trait package in LH 5008 SS PRO and LH 5668 SS PRO hybrids.

Second, we have the Duracade Viptera™ trait package, which combines BT traits with another BT rootworm trait that attaches uniquely to the insect's gut when it's eaten. It also provides above-ground protection from the Viptera trait. You will see the Agrisure Duracade Viptera trait package in LH 5209 DV hybrid.

Latham® hybrids with Duracade Viptera and SmartStax PRO traits provide multiple modes of insect control for both above and below ground and at 100 relative maturity (RM), 102 RM and 106 RM. These products shine in the heart of Latham Country.



by **BOB FOLEY**

PRE-COMMERCIAL DEVELOPMENT MANAGER

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2 ROOT AND SOIL PIT. We've all seen root digs, but have you seen a root pit? You can learn a lot from a whole dirt-pile full! Everyone should dig a few soil pits on their farm just to understand what is happening down there. Corn roots, night crawlers, compaction layers, earthworm channels and even water during a drought could be seen at the three to five-foot depth. Soil that is healthy deep down holds more water, has less run-off and supports plants during difficult weather times. Healthy soil also is filled with microbes and worms. It can get increasingly richer over time with management. At the Premier Agronomy Center, we will do the digging and you can do the looking! Scan the QR code to the right to read "Soil Pits: Can You Dig It?" in the *Ohio Country Journal*.



3 BREEDING DEMO. Have you ever detasseled or seen a corn production field up close? If so, you may have wondered, "Why are these plants shorter or less robust than the corn at home?" or "Why are tassels removed from some but not all plants?" To help answer these and other related questions, the Premier Agronomy Center includes a small but fun demonstration on breeding new inbred lines. We want to show you how our process works, what we look for and what guides us. You will see firsthand the genetic segregation occurring between two inbred parents and how we use this to fit our funnel approach to product development.

These are just three of the many demonstrations located within the new Latham Premier Agronomy Center. We can't wait to celebrate with you on Sept. 8!



“CLICK” ON SEPT. 8 WITH YOUR FAMILY – AND OURS!



by **SHANNON LATHAM**
VICE PRESIDENT

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Join us Sept. 8 on the Latham family's Iowa Century Farm as we celebrate our company's 75th anniversary with a focus on new technology. The grand opening celebration of our Premier Agronomy Center will be unlike anything we've ever hosted in Alexander, Iowa.

Our annual Alexander “field day” will look much different look this year. First, this will be a late afternoon / evening event. It will be structured more like an open house, so guests can come as it fits their schedule. Plus, we're offering more opportunities for you to customize the event to best fit your needs – and the needs of your customers.

Various field tours will be held every half hour from 4 to 6 p.m. Meanwhile, we're also providing fun and games for the whole family. There will be games, inflatables and ice cream beginning at 3:30 p.m. Food trucks will begin serving at 5 p.m. Shortly thereafter, the bar will open and the band will play.

Based on the challenges farmers face across Latham Country, Precision Agronomist Phil Long has created “learning blocks” in Latham's Premier Agronomy Center. We will learn new ways to overcome those challenges and ultimately create environments that will maximize yield potential. No one can control the weather, but there are many factors that we can control to optimize yield.

Learning blocks in the Premier Agronomy Center feature planting date demonstrations, planting depth studies, and seed treatment trials:

- **Latham Corn Product Manager Lyle Marcus is passionate about the impact planting depth has on yield. See firsthand the difference planting depth makes in a learning block that demonstrates planting depths of 1.5, 2.5 and 3 inches.** With this year's planting conditions, planting date was a huge topic of conversation. We're eager to see yield results later this fall!
- **With commodity markets where they are, every bushel matters. Seed treatments can provide ROI by maximizing yield.** Learn about Latham's exclusive seed treatment formula and how it can make a difference in your fields.
- **“Throw the Sink at It” is the name Phil Long has given to one of the blocks that shows how various management practices affect yield.**

The grand opening celebration of Latham's Premier Agronomy Center on Sept. 8 is a great opportunity for your customers to experience our company's family-friendly culture. We've worked hard to create a “five-sensory event” that will provide attendees with an opportunity to see, touch, feel, smell and learn right in the field!

Come with phone in hand and click pictures at the different stations featured in our Premier Agronomy Center. Post your best photos to your social media channels and tag @LathamSeeds.

Use all three hashtags – #Family Owned #Farm Proven #LathamSeeds – for a chance to win unique prizes including customized cornhole boards and more.

We look forward to seeing you at Latham Seeds headquarters on Sept. 8! Contact your RSM or the Latham office for more information.

Latham Cornhole Board Designs



JOIN US

for Latham Seeds' annual
Iowa State Tailgate!

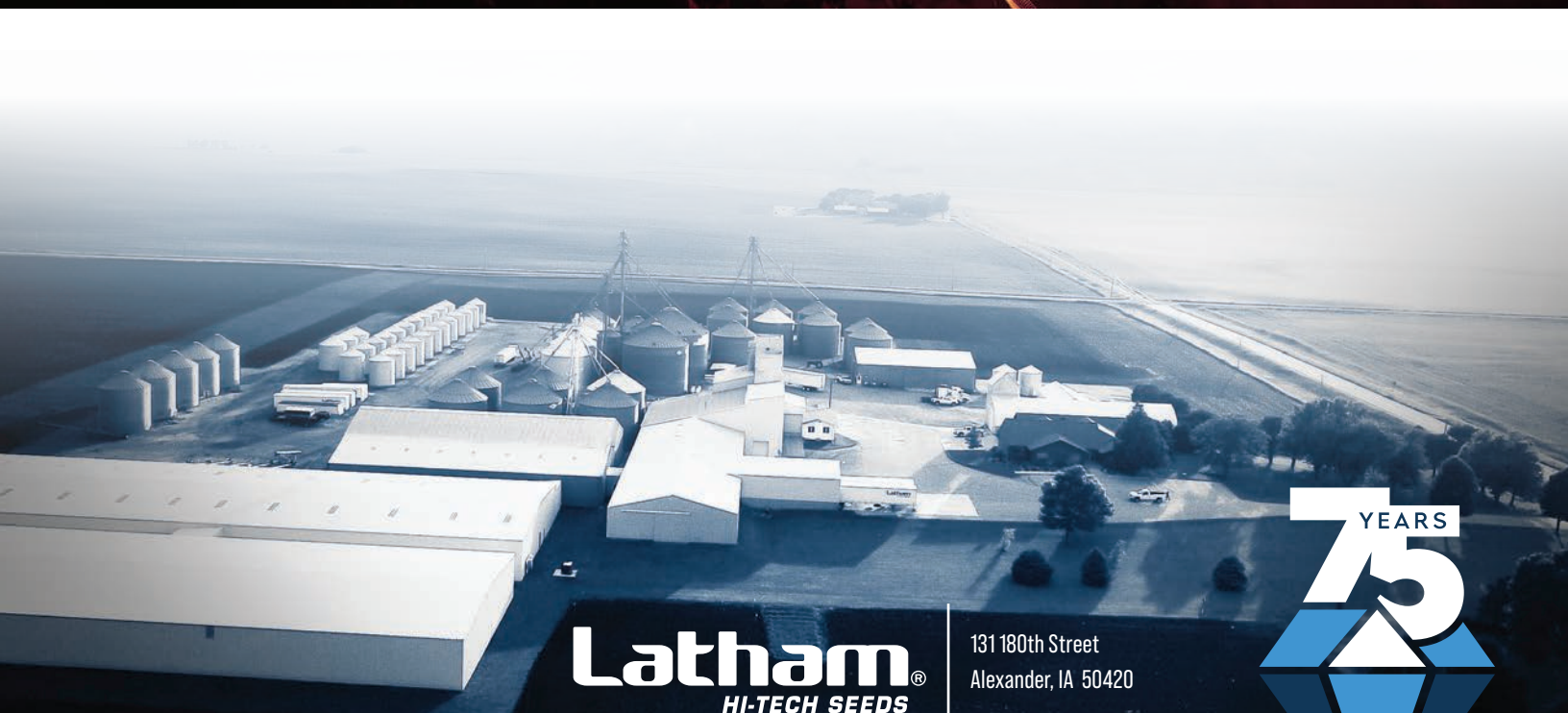


SEPT. 17, 2022

Tent #25 on the Southeast side of Jack Trice Stadium, Ames, IA

10 A.M. Tailgate Food and Drinks

1 P.M. Kick-Off



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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SUDOKU!

This month's puzzle is rated HARD.
Good luck!

★ Happy ★
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