

The Leader

An early riser's guide to what's best and what's next in seed.

Winter 2010



DSR Soybeans Lead the Industry	2	DSR White Mold Ratings	3	HybriForce-2400 Dominates	6
DSR vs. PioneerY Beans	3	Silage Hybrid Performance	4	Alfalfa Seed Decisions	7
Soybean Seed Supply	3	Banner Year for Stealth Hybrids	5	Smart Stax™ Hybrids	8

It Comes Down to Milk Per Acre Minnesota Producer Sees Value in Dairyland Products

Lyle and Becky Schefers operate Schefers Dairy of Rice, Minnesota. Together, they farm 1,400 acres of cropland and milk 500 cows. Counting heifers and replacement animals, the Schefers feed around 1,000 animals on the corn silage and hay forages raised on the farm.

The 1,400 acres of cropland is divided into 900 acres of corn for silage and grain, 100 acres of grass hay, and 400 acres of alfalfa. The farm has grown recently, having nearly doubled the number of milking cows and increasing the land base in just the past year.

"All of our feed is raised on our farm," Schefers says. "Working with experienced people and quality seed products, is our way of ensuring we control the quality of the feed we produce for our animals."

The main source of the farm's income is the milk produced, which is sent to a local fluid milk bottler. "There are strict controls to ensure the best milk. We also don't use any growth hormones or stimulants," he says.

For Schefers, raising quality feeds boils down to the amount of milk per acre he gets from his forages. Planting enough to fill the silos just won't cut it. "The bottom line is how much milk we can get for every acre we plant," Schefers says. It's a delicate balancing act – ensuring there is enough quality feed raised on the 1,400 acres of cropland. This requires the help of crop consultant Rick Gilbertson. He takes care of the manure management for the dairy and helps maximize yields.

"Harvesting a good quality feed is reflected in our whole operation," Schefers says. "The better the feed, the more milk we get out of the dairy cows, and the more profitable we are."

With corn silage and alfalfa quality at a premium, Schefers is a stickler for knowing he's growing the best. That's why you'll find several test plots planted on the farm, each evaluating the latest corn hybrids and alfalfas. "We analyze the milk per acre received from each test plot," Schefers says. "And for the past 10 years, it's been an excellent way to evaluate products that we raise. We know what works best on our farm, and how those products benefit our dairy."

While test plots can take extra time and effort to plant, harvest and evaluate, Schefers says it's time well spent. "I don't want someone else to tell me what works," he says. "I want to see it work. I also want my customers to reach their yield goals." For the past 10 years, Dairyland Seed corn hybrids and alfalfas have consistently proven to outperformed the competition, and

(continued on Page 5)



Lyle and Becky Schefers and family

An In-Depth View of DSR Soybean Performance

DSR Soybeans Lead the Industry

by Tom Strachota, General Manager

A summary of nearly 3,000 common plot comparisons shows that Dairyland's DSR soybean varieties posted a 2.24 yield advantage over leading products from our major plant breeding competitors. This 2.24 bushel analysis is based on independent data gathered over the past two years.

To conduct this analysis, Dairyland reviews data generated from independent plots such University trials, FIRST trials and farmer plot comparisons. The major breeding companies that Dairyland compares to in this analysis are Asgrow, NK, Pioneer and Stine.

An example of the type of performance generated by DSRs is exhibited in our DSR-2560/RR. This product posted a phenomenal 77 percent winning average based on all locations it was compared in. When summarizing the yield advantage against five major competitors, it posted an average yield advantage of 2.9 bushels per acre.

DSR-2560/RR vs. The Competition			
vs. Competitor	Common Plots	DS Yield Adv.	% Advantage
Asgrow AG2108	10	2.1	104%
Asgrow AG2406	14	4.6	108%
Asgrow AG2430	8	4.9	108%
Asgrow AG2606	12	3.1	105%
DeKalb DKB27-52	17	3.2	106%
NK S21-B1	3	6.1	110%
NK S21-N6	6	1.8	103%
NK S23-N7	3	5.8	110%
NK S24-J1	7	2.0	103%
NK S25-R3	4	1.6	103%
NK S25-T7	10	0.2	100%
NK S27-C4	15	0.9	102%
NK S27-L4	4	2.3	103%
Pioneer 92M40	3	3.7	106%
Pioneer 92M54	3	3.1	105%
Pioneer 92M61	6	3.6	106%
Pioneer 92Y10	4	1.6	103%
Pioneer 92Y20	5	5.9	111%
Pioneer 92Y30	16	3.6	106%
Pioneer 92Y51	9	2.4	104%
Pioneer 92Y72	10	2.4	104%
Stine 2420-4	3	4.4	107%
Overall Advantage	172	2.9	105%



Bill Mueller of Big Stone City, SD, is proud of his Dairyland soybeans.

DSR Soybeans Defeat Asgrow RR2 Yield Beans!

Based on 124 head to head comparisons, DSR soybeans outyielded Asgrow Roundup Ready 2 Yield soybeans by 1.53 bushels per acre.

A sampling of some of those results is shown in the table below. For a complete set of product comparisons, contact your District Sales Manager or visit www.dairylandseed.com.

Dairyland vs. Asgrow Soybeans			
	Common Plots	DS Yield Adv.	% Advantage
DSR-2200/RR vs. AG2430	4	1.0	101%
DSR-2560/RR vs. AG2430	8	4.9	108%
DSR-2770/RR vs. AG2839	11	1.0	102%
DSR-2930/R2Y vs. AG2839	6	2.5	104%
DSR-3017/R2Y vs. AG2839	11	0.8	101%
Overall Advantage	124	1.5	103%

An In-Depth View of DSR Soybean Performance

DSR's Beat "Y" Beans by 2.26 Bu/a.

There's been a lot of hoopla regarding Pioneer's launch of its Y Bean series of products. How well did the Y Beans perform against DSRs?

Based on 348 comparisons, DSR soybeans outyielded Pioneer Y Beans by an average of 2.26 bushels per acre. The attached table shows a sampling of those results. For a complete set of this information, contact your Dairyland Seed District Sales Manager or find the data at www.dairylandseed.com.

Dairyland vs. Pioneer "Y" Beans

	Common Plots	DS Yield Adv.	% Advantage
DSR-1807/R2Y vs. 91Y80	10	2.0	104%
DSR-1807/R2Y vs. 92Y10	6	3.5	107%
DSR-1850/RRSTS vs. 91Y80	5	1.5	103%
DSR-1850/RRSTS vs. 91Y91	6	2.7	105%
DSR-1850/RRSTS vs. 92Y20	10	2.6	105%
DSR-2200/RR vs. 91Y90	6	1.8	103%
DSR-2200/RR vs. 92Y10	6	1.9	104%
DSR-2200/RR vs. 92Y20	17	2.3	105%
DSR-2560/RR vs. 92Y20	5	5.9	111%
DSR-2560/RR vs. 92Y30	16	3.6	106%
DSR-2560/RR vs. 92Y51	9	2.4	104%
DSR-2560/RR vs. 92Y72	10	2.4	104%
DSR-2929/RR vs. 93Y11	4	2.4	105%
DSR-2930/R2Y vs. 93Y11	6	3.5	107%
DSR-2930/R2Y vs. 93Y20	4	1.6	103%
DSR-3003/RRSTS vs. 93Y10	3	3.2	105%
DSR-3003/RRSTS vs. 93Y11	17	1.6	103%
DSR-3017/R2Y vs. 93Y02	8	1.6	103%
DSR-3017/R2Y vs. 93Y10	3	3.9	106%
Overall Advantage	348	2.3	104%



Soybean Seed Supply in Good Shape

According to Dairyland Seed Soybean Production Manager, Jay Barlow, supplies of DSR soybeans are in very good shape for the coming sales season. "While there were issues with seed quality at harvest time, we produced a sufficient volume of soybeans so we've been able to eliminate undesirable lots and still have sufficient seed supply available," stated Barlow.

Barlow also noted that supplies are getting very tight on certain DSR soybean varieties, but that at the writing of this article, Dairyland still has a good supply of products –even in the Group 0 and I beans which are quite limited throughout the industry due to fall harvest conditions.

NEW DSR's Show Excellent White Mold Tolerance

These ratings are "hot off the press" and based on additional information gathered across various locations during the 2009 growing season.

In particular we are excited about the performance of many of our New Releases for 2010 and their strong performance in such a challenging year.

DSR Soybean White Mold Ratings

2010 Lineup

DSR-C770/RR	1.2	DSR-2560/RR	1.3
DSR-0747/R2Y	1.1	DSR-2440/R2Y	1.3
DSR-0949/R2Y	1.1	DSR-2400	0.8
DSR-1100/RR	1.1	DSR-2930/R2Y	1.6
DSR-1200/R2Y	1.1	DSR-3017/R2Y	1.4
DSR-1423/RRSTS	1.4	DSR-3215/R2Y	1.4
DSR-1807/R2Y	1.2	DSR-3315/R2Y	1.6
DSR-2132R2Y	1.5	DSR-3466/R2Y	1.2
DSR-2215	1.0	DSR-3636/R2Y	1.6

An In-Depth View of Silage Hybrids

NEW! HiD.F.-3187-7

- UW Northern Zone Silage Trial (3 location average) *d for Dry Tons, Milk/Ton and Milk/Acre

Stealth-7789

- UW Northern Zone Silage Trial (3 location average) *d for Dry Tons, Milk/Ton and Milk/Acre

NEW! HiD.F.-3195-Q

- UW North Central Zone Early Maturity Silage Trial (3 location average) *d for Dry Tons, Milk/Ton and Milk/Acre

Stealth-9196

- 2nd in Dry Tons/acre at MSU-Menominee Late with 8.3 dry tons
- 4th in Milk/Acre at MSU-Menominee Late
- 1st in Milk/Ton at MSU-Ogemaw
- 1st in Dry Tons/acre at MSU-Menominee Late 2 year average at 6.9 dry tons

HiD.F.-3000-9 (SSX) and HiD.F.-3000-6

- 3rd in Dry Tons/acre at MSU-Kent Early with 10.0 dry tons
- 6th in Dry Tons/acre at MSU-Menominee Late with 7.7 dry tons
- 2nd in Milk/Ton at MSU-Menominee Late
- 5th in Milk/Acre at MSU-Ingham Early
- 1st in Dry Tons and Milk/Acre at Roger Laible's in Howard, SD.
- 1st in Dry Tons and Milk/Acre at Jeff Neuharth's in Eureka, SD.
- UW North Central Zone Late Maturity Silage Trial (3 location average) *d for Dry Tons, and Milk/Acre

HiD.F. – 3104—NON-GMO SILAGE

- 2nd in Dry Tons/acre at MSU-Huron Late at 9.1 dry tons
- 4th in Dry Tons/acre at MSU-Kent Late at 10.4 dry tons
- 5th in Dry Tons/acre at MSU-Huron, Ingham, Kent Late ave. at 9.4 dry tons
- 4th in Milk/Acre at MSU- Kent Late
- UW Southern Zone Early Maturity Silage Trial (2 location average) *d for Dry Tons, and Milk/Acre
- UW South Central Zone Early Maturity Silage Trial (2 location average) *d for Dry Tons, and Milk/Acre

NEW HiD.F.-3105-Q

- 1st in Dry Tons/acre at MSU- Ingham Late at 9.9 dry tons
- 1st in Green Tons/acre at MSU – Ingham Late at 29.7 GT/A
- 6th in Dry Tons/acre at MSU-Huron Late at 8.8 dry tons
- 6th tied (with HiD.F. 3008-4) in Dry Tons/acre at MSU- Kent Late at 10.0 dry tons
- 1st in Green Tons/acre Three Location Average at MSU-Huron, Ingham, Kent Late at 29.2 GT/A
- 4th in Dry Tons/acre Three Location Average at MSU-Huron, Ingham, Kent Late at 9.6 dry tons
- 4th in Dry Tons/acre at MSU-Wood Co Ohio Early at 8.5 dry tons
- 7th in Dry Tons/acre at MSU- Branch Early at 8.2 dry tons
- 5th in Dry Tons/acre at MSU-Branch, Lenawee, and Wood Early Trial average at 8.0 dry tons
- 1st in Milk/Ton and 3rd in Milk/Acre at Lyle Schefer's in Rice, MN.
- 2nd in Dry Tons and Milk/Acre at Ron Lesner's in Grenville, SD.

- UW Southern Zone Early Maturity Silage Trial (2 location average) *d for Dry Tons (1'st), and Milk/Acre
- UW South Central Zone Late Maturity Silage Trial (2 location average) *d for Dry Tons (3rd)

HiD.F.-3007-6 and HiD.F.-3007

- 3rd in Milk/Ton and 4th in Milk/Acre (18 entries) at John Traut's in Sartell, MN.

Stealth-8208 --SILAGE RESULTS

- 2nd in Dry Tons at MSU-Kent Late with 11.2 dry tons
- 3rd in Dry Tons at MSU- Huron Late with 9.0 dry tons
- 1st in Dry Tons at MSU-Huron, Ingham and Kent Late average with 9.8 dry tons
- 4th in Green Tons per acre at MSU Huron, Ingham and Kent Late average with 28.8 green tons
- 1st in Milk/Ton at MSU Kent Late
- 2nd in Milk/Acre at MSU Kent Late
- 2nd in Milk/Ton and Milk/Acre at Lyle Schefer's in Rice, MN.
- 6th in Milk/Acre (18 entries) at John Traut's in Sartell, MN.

HiD.F.-3008-4 Continues Strong Performance

- 1st in Dry Tons at MSU-Huron Late with 9.3 dry tons
- 6th tied in Dry Tons (with HiD.F. 3105Q) at MSU-Kent Late with 9.8 dry tons
- 3rd tied in Dry Tons at MSU-Branch Early with 8.3 dry tons

HiD.F.-3110-6 Continues to Impress

- 1st in Dry Tons/acre at MSU Branch, Lenawee and Wood Early at 9.8 dry tons
- 1st in Dry Tons at MSU-Branch Early at 8.7 dry tons
- 2nd in Dry Tons at Wood Co (Ohio) Early at 8.9 dry tons
- 1st in Green Tons/acre-MSU Branch/Lenawee/Wood Early at 25.5 tons
- 1st in Green Tons/acre at MSU Branch Early at 26.5 Green Tons
- 2nd in Milk/Acre at MSU Branch Early
- 1st in Green Tons/acre at MSU Lenawee Early at 25.9 Green Tons
- 1st in Green Tons/acre at MSU Wood Co. Ohio at 24.2 Green Tons
- 1st in Green Tons in MSU Lenawee Early 2 year average at 24.1 Green tons
- 1st in Dry Tons/acre at MSU Wood Co OH 2 year ave. at 8.3 dry tons
- 1st in Milk/Acre at MSU Wood Co Ohio 2 year average
- 1st in Green Tons per acre in MSU Branch, Lenawee and Wood Early 2 year average at 23.6 green tons
- 1st in Green Tons per acre in MSU Branch Early 2 year average at 22.7 green tons
- 1st Milk/Ton and 3rd Milk/Acre at Ron Lesner's in Grenville, SD.
- 2nd in Dry Tons and Milk/Acre at Roger Laible's in Howard, SD.
- 3rd in Dry Tons and 5th in Milk/Acre (18 entries) at John Traut's in Sartell, MN.
- UW Southern Zone Late Maturity Silage Trial (2 location average) *d for Dry Tons

HiD.F.-3012-6

- 1st Dry Tons and Milk/Acre at Keith Speltz's in Altura, MN.
- 1st in Dry Tons and Milk/Acre at Ron Lesner's in Grenville, SD.

The Dairyland Seed Advantage

continued from Page 1

deserving of a place on Schefers' farm. "For me, Dairyland products work. They provide the most milk per acre," he says. "And my district manager, Scott Heilig, provides me with additional data from test plots in the area to let me know that Dairyland products are consistent."

Schefers was one of the first to use Dairyland's HybriForce alfalfas, and is a long-time user of several Dairyland Hi D.F. corn silage hybrids.

"I look at it this way," Schefers explains. "You have only so much room in an animal's stomach. So you want to put the best quality feed into that animal. What's best for the animal means more milk and better return on my investment. Dairyland products have shown they can produce the return per acre I want." For Schefers, getting the most milk per acre is the key component to the dairy's success.



2009: A Banner Year for Stealth Hybrid Performance

You've heard us say recently that Dairyland offers more genetics, more technology and more choices. Based on performance of our hybrid corn products in the 2009 growing season, we're happy to report that we are offering the right genetics, the right technology, and the right choices!

In 2009, our lead Stealth Hybrids showed a 14.2 bushel per acre advantage in independent and on-farm plots when compared to those plot averages. In those plots, our lead hybrids averaged 197.6 bushels per acre, with plot averages coming in at 183.3 bushels per acre. This resulted in a 7.8 percent yield advantage for our Stealth Hybrids.

The 2009 growing season presented many challenges, but it also presented some very high yield environments if you had the right hybrids that could deliver those yields. In our 2009 results, we recorded 456 instances of Stealth hybrids yielding 200 or more bushels per acre with a top yield of 280.5 bushels per acre with Stealth-9313 in the Macon County/Busey Bank plot near Forsyth, Illinois. Our Stealth-9009 also hit 280 bushels per acre in the University of Wisconsin Southern Zone Late Maturity trial at Janesville.

In these trials, Dairyland recorded a total of 477 instances in which our products either finished first or second.

The total number of firsts in these trials was 251.

For a complete listing of Dairyland's on-farm corn performance, please check our website at www.dairylandseed.com or contact your nearest Dairyland Seed sales representative.

A great appreciation to the Dairyland corn plant breeding team for developing genetics that can attain these yield levels. Just keep it coming for 2010!



Kent Lettenmaier's grandson, Jackson Lee, shows off his field of Dairyland Seed corn.

Dairyland Alfalfa: Soaring with Superior Genetics and Technology

New HybriForce-2400 Gen-2 Alfalfa Dominates University Trials

by Chad Staudinger, Forage Product Manager

With results in from 2008 and 2009 university forage trials across seven states, HybriForce-2400 Gen-2 Alfalfa

is showing an unprecedented performance advantage when compared to non-Dairyland competitive varieties. When talking performance, high yields are very important, but we are also looking for yield consistency across different environments and geographies. With two years of public university data in, HybriForce-2400 is proving that it is consistently higher yielding than competitive products available on the commercial market today.

In 2008 and 2009, HybriForce-2400 matched up head to head with



competitive varieties 236 times in nine different locations across seven states. Of those 236 head to head competitions, the second generation msSunstra product won 211 times and lost only 25 for an outstanding winning percentage of 89.4%. What does this mean to an alfalfa producer? It means nine out of ten times; HybriForce-2400 will out yield the competitions' latest varieties in almost all environments.

Although a winning percentage of 89.4% is very impressive, HybriForce-2400 did not stop there. In four of the

seven states it is entered in, this new product is currently undefeated and enters the 2010 season with a record of 98 wins

and zero losses. In Pennsylvania, not only is HybriForce 2400 unbeaten, but it set a new state record for alfalfa yield in a single year when it measured in at 10.16 dry tons per acre at the Landisville location in 2009.

If record setting yield potential with proven unmatched yield consistency are features that are important to your alfalfa operation, let HybriForce-2400 Gen-2 Alfalfa take you to the next level in alfalfa production.

The Universities say that HybriForce-2400 beats the competition 89.4% of the time.

HybriForce-2400 Win/Loss Record vs. non-Dairyland Entries in Public State Trials

PLANTED	CITY	STATE	WIN	LOSS	WIN %
2008 + 2009	EAST LANSING	MI	37	0	100%
2008 + 2009	ROSEMOUNT	MN	30	2	93.8%
2009	LAMBERTON	MN	2	11	15.4% *
2009	HAVELOCK	NE	24	0	100%
2008	ITHACA	NY	21	0	100%
2008	LANDISVILLE	PA	16	0	100% **
2008	AMES	IA	12	6	66.7% *
2008 + 2009	ARLINGTON	WI	48	5	90.6%
2009	MARSHFIELD	WI	21	1	95.5%
TOTAL			211	25	89.4%

*Statistically not significantly different than best non-Dairyland entry.

**Pennsylvania trial state record of 10.16 dry tons/acre.

Alfalfa Seed Decisions: Changing the Culture

by Chad Staudinger, Forage Product Manager

When considering corn variety decisions, there are many factors affecting a producer's final selection. As an industry, we have an abundance of performance data at our fingertips due to the combined efforts of producers and industry professionals. It is relatively simple to plant and harvest a corn variety trial on farm producing yield, moisture, test weight, and population data. Along with measurable data, one can easily study the physical differences between plants and determine which varieties are performing at a higher level than others.

It is much more challenging to generate on-farm data for alfalfa. First of all, it is extremely difficult to see physical differences between varieties. Even if variety A is yielding 20% more than variety B, the most experienced alfalfa breeders have difficulty distinguishing visible differences that account for the yield increase. The only way to truly determine yield differences is to record weights. Unless the producer has a scale on the farm, this can be challenging. Along with wet weights, it is important to dry samples of each variety to determine dry weights because moisture differences between varieties do exist. All of these factors, along with harvesting alfalfa three to five times per year make it tedious to generate on-farm performance data for alfalfa.

Varietal differences in alfalfa do exist. It is my goal to change the culture in how producers look at alfalfa as a crop. In most dairy operations, alfalfa can be as important, or more important, than corn

silage, as it usually accounts for 30% to 60% of the forage in a dairy cow's diet. In addition to its importance as a feed source, alfalfa provides 50 to 100 pounds of nitrogen fertilizer to the soil when it is rotated to corn. With increasing competition for acres and the current status of the agricultural economy, alfalfa seed buying decisions might be more important than we realize.

Compare this to corn at \$3.00/bushel. This value would be similar to a 16.6 bushel yield increase from one variety to another. Would you switch corn varieties for a yield increase of this significance?

With the increasing number of on farm scales being utilized and the introduction of forage yield monitors on harvesting equipment, it will become simpler to perform on farm yield studies. Anyone



An alfalfa seed decision is different than corn because it will affect return on investment for at least three years, and in some cases, up to six or seven years depending on crop rotation. Considering a five ton average dry matter yield per acre, a 10% yield increase would produce a half ton more per acre per year. To keep things simple, let's use \$100.00/ton for the value of alfalfa. This results in a \$50.00/acre increase in crop value in one year. Over three years, the increase accounts for \$150.00 more value per acre and the longer the stand remains healthy and in production, the higher this value becomes.

who has the ability to accurately perform an alfalfa variety yield trial on their farm should do so. A significant opportunity to increase return per acre may be discovered.

As producers and industry professionals, we can begin changing how we look at alfalfa. Let's consider the important value of alfalfa as a crop, the fact that varietal differences do exist, and accurately measure these differences on farm in real world conditions. If we do this, we can increase the focus on alfalfa seed buying decisions and how they affect a producer's bottom line.

SmartStax™ Hybrids Off to an Excellent Start

Dairyland Seed is excited to be among the first companies in the industry to bring SmartStax hybrid corn technology to the marketplace in spring of 2010. Never before has insect protection like this been available. Introducing Dairyland Seed™ hybrids, with lower refuge requirements, the latest corn genetics, and multiple modes of action for the broadest spectrum of insect control ever available. SmartStax is taking yield performance to the next level.



**A DOW AGROSCIENCES
INNOVATION***



Dairyland has seven corn hybrids available containing the SmartStax technology and demand for those products is off to an excellent start.

Dairyland's SmartStax hybrids range from 86 day to 112 day maturity. Availability is limited.

Please contact your Dairyland sales rep promptly in order to secure some seed of the latest in corn technology for spring of 2010 planting.

*SmartStax™ multi event technology developed by Dow AgroSciences and Monsanto.
SmartStax and the SmartStax logo are trademarks of Monsanto Technology LLC.*

1-800-236-0163
www.dairylandseed.com

© 2010 Dairyland Seed Co., Inc.



Dairyland Seed Co. Inc.
P.O. Box 958
West Bend, WI 53095