

The Leader

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

Winter 2012



SmartStax Continues to Deliver	2	DSR Soybeans Show Advantage	5	Corn Yieldmaster Winners	7
Planting Populations on the Rise	3	Alfalfa Yield of 13.4 Tons	6	The SmartStax Advantage	8
HybriForce-2400 2011 Summary	4	Soybean Yieldmaster Winners	6		

Does Life Get Any Better Than This?

Blair Hoerbert loves what he does for a living. "As a farmer-dealer, I'm one of the luckiest people in the world. I love this. There's nothing else I'd rather be doing." His smile induces jealousy. How could someone love their work that much?

As we roll along mostly flat fields in central Illinois, combining corn on one of his farms, Blair talks about the good life as a grain producer and seed dealer.

We're combining Dairyland Seed Stealth-9313, a 113-day corn, in his driest field. The maturity is typical of what he plants. He calls it a good all-around performer. "You might find other varieties that deliver better performance in some aspects, but as an all-around, this is the best." He also grows Stealth-9410 here. It's a good, consistent hybrid for him.

The cab GPS flashes yields between 170 to 185 bushels. His other fields are faring better. But, considering how dry it is, he's elated. "Here, in this field, 170 to 185 is

phenomenal. To say we're satisfied is an understatement. We're very, very pleased. That's how great the corn is. It's exceeding expectations, and that's what you like to see."

In total, Blair crops 1,000 acres of soybeans and corn on a three-year rotation. Like many producers, he likes the market for corn these days. He also likes to do a lot of the work himself. Spraying, fertilizer spreading, lime spreading – he really enjoys it all.

After harvesting half a dozen rows, we drive to Blair's seed plots, a source of pride and a persuasive sales tool for his seed dealership. He's been a Dairyland Seed dealer since 2006 and a farmer-dealer for 30 years. His dual role keeps him in touch with the seed, and the plots give him a first look at new products, two significant benefits for his customers.

Blair's plots are uncommonly large. Straight product signs and perfectly spaced rows signal a nurturing hand at work. Farmers are prone to superlatives upon first visits.



Blair Hoerbert

He points at one sign in particular. "We're excited right now about the new RA products (Refuge Advance) for next year." Refuge Advance uses Smart Stax technology, and it's exceeding Blair's expectations. RA underscores the value he sees in plots. His customers, whom he fondly refers to as "friends and neighbors," have received a firsthand look at how RA performs the field.

Performance aspires to another level in a section of his plots he calls "Gee Whiz." This is where Blair plays with populations, hoping to achieve even better results. For example, he might experiment with patterns to test

(Continued on Page 5)

SmartStax[®] Continues to Deliver Consistent Corn Rootworm Control

Multiple Modes of Action Are Key to Efficacy

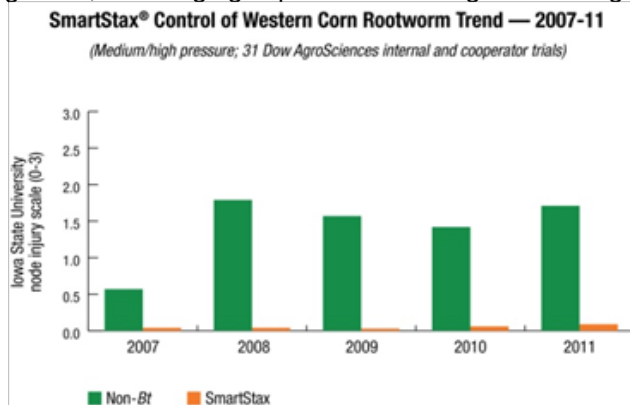
Good news for corn growers - new 2011 data from university field trials reinforce that Dow AgroSciences SmartStax[®] continues to provide effective control of corn rootworm (CRW). Data from 31 trials conducted over five years show that SmartStax protects corn from CRW more effectively than hybrids with single-mode-of-action traits and non-Bt hybrids. Dow AgroSciences SmartStax also shows a yield advantage under moderate to heavy insect pressure.

“The multiple modes of action in SmartStax provide the broadest level of insect protection available. New data from 2011 shows the consistent control the trait package provides against corn rootworm,” says Cole Hansen, traits marketing manager, Dow AgroSciences. “The data, which includes university trials, reinforces the consistency of performance and shows how SmartStax continues to effectively control insects and keep damage from reaching economic thresholds.”

Consistent rootworm control

Five years of data, including new 2011 data, reveal Dow AgroSciences SmartStax hybrids consistently control corn rootworm and keep damage below 0.25 on the Iowa State University node injury scale of 0 to 3 under moderate to heavy corn rootworm pressure (Figure A).

Yield loss can occur when node ratings are 0.25 or greater, and lodging is possible at ratings of 1.0 or greater.



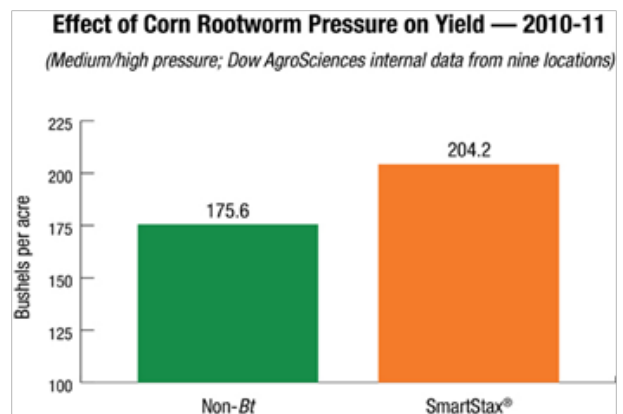
SmartStax is consistently rated below economic injury thresholds, protecting yield potential and preserving the integrity of the technology even under heavy rootworm

pressure. The five-year average of combined data show Dow AgroSciences SmartStax hybrids had an average rating of 0.06 on the Iowa State University node injury scale, while non-Bt hybrids received an average rating of 1.37. Data includes Dow AgroSciences trials and results from 11 universities. (For more about the root injury rating scale, visit www.ent.iastate.edu/pest/rootworm/nodeinjury/nodeinjury.html.)

Protected yield

SmartStax helps growers achieve higher whole-farm yield by protecting the yield potential of corn plants from yield-robbing insects like CRW. Two years of Dow AgroSciences internal trials at nine locations in Indiana, Iowa, Missouri, Nebraska and South Dakota show that under moderate to heavy CRW pressure, yield can be reduced by approximately 30 bu./A on unprotected corn acres.

“Even in the absence of other pests, corn rootworm



can devastate the yield potential of a field,” Hansen says. “SmartStax provides two modes of action to fight against corn rootworm, protecting yield and a grower’s bottom line.”

The multiple modes of action in SmartStax[®] protect corn from the broadest-spectrum of above- and below-ground insects, while preserving trait durability. The same insect protection of SmartStax is available in Dow AgroSciences Refuge Advanced[®] powered by SmartStax, a single-bag solution to ensure refuge compliance on the acres where it is planted in the Corn Belt.¹

¹In cotton-growing regions, a 20 percent separate structured refuge is still required for Refuge Advanced.

SmartStax[®] multi-event technology developed by Dow AgroSciences and Monsanto.

®Herculex and Refuge Advanced are trademarks of Dow AgroSciences LLC. Herculex Insect Protection technology by Dow AgroSciences and Pioneer Hi-Bred.

SmartStax is a registered trademark of Monsanto Technology LLC. Always follow IRM, grain marketing and all other stewardship practices and pesticide label directions. B.t. products may not yet be registered in all states. Check with your seed representative for the registration status in your state.

©2011 Dow AgroSciences LLC

Planting Populations in Corn -- On the Rise

By: Ryan Mueller, Dairyland Seed Hybrid Corn Agronomy Specialist



Since the turn of the century corn yields have risen across the Midwest. While there are many factors contributing to this, one key component has been the increase in planting populations. In general, planting populations have increased by 10 percent to 20 percent. What has allowed this to happen? The answer is simple, genetics. Today's hybrids are being developed to withstand the rigors of being planted thicker. They are inherently being built with increased stress tolerance and improved stalk and root strength. In its simplest form yield is:

$$\# \text{ Kernels} \times \text{Kernel Weight} \times \text{Area}$$

By having more plants produce viable ears within a given area we have been able to increase yields.

As we gear up for spring there are a few things to consider, as it pertains to your planting population. First and foremost, understand the genetic background of the hybrids that you have purchased. Hybrids can range from a "flex" to "determinate" ear style.

- Hybrids that lean towards the "determinate" end of the spectrum will typically respond favorably to higher plant densities.

- "Flex" ear styles prefer more space and, in general favor a lower population.

Also, take into account a hybrid's rating for stress tolerance, stalk strength and root strength. Another key component to consider is soil type, the better the water holding capacity, the higher you can push the population. Planting date can also play an important role. If you are planting early to on time, you can push the population. As you get later into the planting season, drop your population a notch or two. One final aspect to consider is your fertility program. "With that many more mouths to feed", you may need to adjust your inputs, as well.

If you are hesitant to consider pushing your planting populations any higher or are wondering where the ceiling is at on your farm, I would encourage you to take the time to set up some side by sides or take a hybrid and split a field. I believe you will find the results beneficial.

Have a safe planting season.



By: Chad Staudinger, Forage Product Manager with Dairyland Seed

Just like any crop in the Midwest this past year, it was a challenge to harvest high quality alfalfa. A cool and wet spring followed by moderate to severe drought in several states resulted in an erratic alfalfa harvest schedule throughout our nine state marketing area. Despite the weather challenges, we were able to harvest 43 alfalfa plots across six states to compare the yield performance of our new Gen-2 HybriForce Hybrid Alfalfas against the latest competitive genetics. We are very proud to inform you that the HybriForce genetics are again showing a strong advantage in yield for Midwestern farmers.

Gen-2 HybriForce genetics:

- Averaged higher yields than the competition in 39 of the 43 plot locations for a 91% winning percentage
- Showed a 7.6% average yield advantage across all locations
- Showed a 13.5% average yield advantage against Roundup Ready Alfalfa in 14 head to head comparisons

Take a look at the performance of HybriForce-2400 against some of the major competitors!

HybriForce-2400 Head-to-Head Performance Against Major Competitors in 2011

Company	Variety	# Cuts	HybriForce Ave Yield/Cut	Competitor Ave. Yield/Cut	HybriForce Ave Extra Tons/Cut	HybriForce Ave Yield Advantage*
Croplan	Rebound 6.0	27	1.51	1.37	0.14	9.9%
Croplan	Maxi-Pro 3.10RR	7	1.26	1.12	0.14	14.0%
Croplan	Gunner	3	1.89	1.77	0.12	6.5%
DeKalb	DKA43-13	28	1.36	1.31	0.06	5.8%
DeKalb	DKA41-18RR	6	1.43	1.30	0.13	9.4%
Pioneer	55V48	94	1.59	1.53	0.06	4.5%
Pioneer	54V46	35	1.58	1.50	0.08	6.5%
Pioneer	53H92	3	1.50	1.31	0.19	13.6%
Syngenta	64Q22	61	1.54	1.50	0.04	4.3%
Syngenta	Genoa	47	1.65	1.54	0.10	7.7%
Syngenta	Liberator-RR	1	1.97	1.46	0.51	34.9%
WL	363HQ	91	1.63	1.48	0.14	9.9%
WL	343HQ	1	1.55	1.44	0.11	7.8%
WL	357HQ	3	1.34	1.23	0.11	6.3%

*Actual weighted average: Will not directly reflect (HybriForce Extra Tons/Competitor Average Yield)

DSR Soybeans Show 4 Bushel Advantage!

Dairyland's DSR soybeans showed outstanding performance this past growing season. Much of the strength was exhibited in high yields from the new RR2Y DSR soybeans.

Consider this 2011 performance in independent and farmer plots:

- 417 times DSR's averaged 4.0 bushels more yield.
- 303 times DSR's finished in the top 3.
- 113 times DSR's finished 1'st.

What about the RR2Y performance with DSR's?

207 of the 303 top three finishes were with RR2Y's. That's 68 percent. 81 of the 133 firsts were with RR2Y's. The DSR breeding program was one of the first to access the RR2Y trait and our latest releases show that it is a high yielding trait to breed with.

DSR Soybean 2011 Top Performer Snapshot					
Product	Trait	Adv.	1'sts	2nd's	Top Yield
RR2Y					
DSR-0747	RR2Y	3.7	7	4	71.0
DSR-1215	RR2Y	3.6	6	5	67.5
DSR-1710	RR2Y	5.2	9	6	84.7
DSR-1808	RR2Y	4.1	9	7	82.9
DSR-2105	RR2Y	3.7	9	10	84.4
DSR-2240	RR2Y	4.2	2	3	69.4
DSR-2411	RR2Y	4.2	12	10	84.7
DSR-2880	RR2Y	4.9	5	3	86.6
DSR-3232	RR2Y	4.1	2	3	76.4
DSR-3805	RR2Y	3.4	1	3	65.7
RR1					
DSR-2011	RR	4.2	12	10	82.9
DSR-2560	RR	4	5	10	90.5

Check out our website for more details on performance of DSR soybeans in your area. Your Dairyland representative can help you select the best bean for your conditions.

Supplies of some products are getting tight. We advise you to contact your Dairyland representative soon as indeed some of these outstanding DSR's are already sold out.

(Continued from Page 1)

impact on yield. In explaining the concept behind Gee Whiz, Blair cites a maxim he's heard elsewhere: "Progress isn't made by satisfied people."

Research is where it's all at, he says. Without innovation, you'd get left behind. That's one reason he likes Dairyland. He says, "They're willing to be innovative."

For Blair, the real key to getting a good result is seed placement. And he says that with Dairyland's broad lineup of high-yielding varieties, he can easily match the proper hybrid to the field."

It would be an understatement to say Blair is happy with Dairyland Seed. He sums up his feelings this way: "Since I've been working with them, it's been my most enjoyable time. They are wonderful people to work with. They have good products, and products are important, but products change. The constant is the great people and the philosophy of the company. They give me excellent support. That makes it easier for me as a dealer, but also reflects in the service I can offer my customers. Some seed companies have a way of getting things wrong on the corporate side. You don't run into that with Dairyland. They're like a family-owned company. There's a great personal touch."



2011 Soybean Yieldmaster Winners Congratulations to Loras McQuillen!

National Soybean Yieldmaster: Loras McQuillen
Early Zone Yieldmaster: Krafft Farms

ILLINOIS

1st	Edge of Night Farms	DSR-2560/RR	90.54
2nd	Allen Rahn	DSR-2560/RR	87.17
3rd	Rick Wilkening	DSR-2560/RR	85.95

IOWA

1st	Loras McQuillen	DSR-234/RR	98.02
2nd	Brenda & Ron Nelson	DSR-2011/RR	75.41
3rd	James Vaske	DSR-2560/RR	72.80

MICHIGAN

1st	Krafft Farms	DSR-1710/R2Y	84.20
2nd	Schiefer Farms	DSR-2200/RR	80.10
3rd	Ed & Jerry Poortenga	DSR-2105/R2Y	78.52

MINNESOTA

1st	Wayne & Doug Rossbach	DSR-1710/R2Y	61.84
2nd	Bob Schefers	DSR-1215/R2Y	51.46
3rd	Curt Reichmann	DSR-1215/R2Y	50.55

NORTH DAKOTA

1st	Tim Berntson	DSR-0747/R2Y	63.30
2nd	Arne Berge	DSR-0603/R2Y	53.02
3rd	GRG Farms	DSR-0747/R2Y	50.62

OHIO

1st	Karl Kuck	DSR-3736/R2Y	72.79
2nd	Rodney & Randy Rosebrock	DSR-2880/R2Y	71.80
3rd	Daryl Bridenbaugh	DSR-3466/R2Y	63.46

SOUTH DAKOTA

1st	Richard Helgeson	DSR-0747/R2Y	63.97
2nd	Ron Lesnar	DSR-0747/R2Y	63.17
3rd	Eric & Bill Mueller	DSR-1215/R2Y	60.90

WISCONSIN

1st	Richard Charapata	DSR-2011/RR	82.87
2nd	Terry Engen	DSR-2560/RR	77.70
3rd	Ron Ellis	DSR-2770/RR	76.96

Iowa Grower Achieves Alfalfa Yield of 13.4 Tons

by -Chad Staudinger,

Dairyland Seed Forage Product Manager

Strong grain markets in 2011 have left some producers wondering if alfalfa can compete with corn and soybeans for income per acre. For one Iowa farmer, intense management followed by close monitoring of yields has answered this question. Kelvin Brower, along with his wife and two sons, raises corn, alfalfa, and soybeans on 800 acres located in Inwood, Iowa. He also raises 3000 head of goats for meat production.

Brower began farming in the 1970's with his father on a 200-cow dairy operation. His background in dairy and knowledge of crop rotation has made his decision to grow alfalfa an easy one.

"I've always liked growing alfalfa and my highest corn yields are always in fields following alfalfa," Brower says. This year he recorded an average alfalfa yield of 12.8 dry tons on his farm. His HybriForce-2400 yielded 13.4 tons while his Pioneer variety yielded 11.9 tons.

Selecting good genetics plays a significant role in achieving these exceptional yields, but



Brower also pays close attention to fertility levels and plant populations. Before seeding alfalfa, he spreads a heavy manure base. He then seeds at a rate between 25 and 50 pounds per acre depending on the field.

To ensure his alfalfa plants have enough food to produce at a high level, Brower foliar applies a nutrient package after every cutting. By keeping the plants well fed and healthy, Brower feels almost no pressure from insects and has not used an insecticide for over 12 years.

Brower excels not only in forage quantity, but forage quality as well. He averages 200 Relative Feed Value (RFV) and 24 to 25 percent protein in his alfalfa. He controls feed value by intensely managing his cutting schedule. Brower's goal is to cut every 21 days. His fifth cutting from 2011 came in at 272 RFV. Harvesting high quality forage has allowed Brower to sell his hay locally and receive a good price in return.

"Even with 300 bushels per acre and the high corn prices this year, I've made more money per acre growing alfalfa," Brower says.

He wonders how high his yields would have been if ample rainfall was received. Since July 4, Inwood Iowa received only two tenths of an inch of rain. "I probably lost two tons of yield during my last two cuttings because of the dry weather."

Though he is happy with HybriForce-2400, Brower challenges Dairyland to keep focusing on high yielding genetics.

"This variety has lots of yield potential and better regrowth than competitive varieties, but the sky is the limit," Brower says. "If you keep the genetics getting better, I'll keep the yields going up."



2011 Corn Yieldmaster Winners			
Congratulations to			
Edge of Night Farms!			
National Corn Yieldmaster: Edge of Night Farms			
Early Zone Yieldmaster: Kevin Immel			
ILLINOIS			
1st	Edge of Night Farms	Stealth-9006	296.86
2nd	Rick Wilkening	Stealth-9313SSX	286.25
3rd	Don McLane	Stealth-9206SSX	283.50
INDIANA			
1st	Mark Lehmann	Stealth-9309Q	203.61
IOWA			
1st	Loras McQuillen	Stealth-9006	265.20
2nd	Brenda & Ron Nelson	Stealth-9410	256.72
3rd	Leroy & Mark Gaul	Stealth-7010	247.00
MICHIGAN			
1st	Todd Benjamin	HiD.F.-3702-9	252.69
2nd	Troy Haynes	Stealth-9799	229.72
3rd	Paul Dost	Stealth-9799	226.30
MINNESOTA			
1st	Ross Kramer	Stealth-9799	228.77
2nd	Boyd Gasner	Stealth-9003	224.89
3rd	Keith Speltz	Stealth-9789SSX	221.83
NORTH DAKOTA			
1st	Mike Wendel	Stealth-9789SSX	214.20
2nd	Tim Berntson	Stealth-7789	207.85
OHIO			
1st	Rodney & Randy Rosebrock	Stealth-9206SSX	211.12
2nd	Dean Miller	Stealth-9214Q	189.81
3rd	Ed Wurm	Stealth-1803	174.40
SOUTH DAKOTA			
1st	Terry Egerstrom	Stealth-9992	200.68
2nd	Wayne Johnson	Stealth-6992	189.20
3rd	Jeff Schiley	Stealth-9594	188.27
WISCONSIN			
1st	Tyler Moderow	Stealth-6003	269.77
2nd	Kevin Immel	Stealth-9799	246.15
3rd	Ron Brandt	Stealth-9799	235.76

The SmartStax Advantage

Improved insect resistance, offered through the Dairyland Seed SmartStax® hybrid corn lineup continues to gain favor. The 2012 demand for SmartStax® corn hybrids easily outstrips 2011 final sales figures.

“We strengthened our lineup by both adding breadth and depth to our product offering. We’re offering a broader maturity spectrum of SmartStax® hybrids in 2012. In addition, we released some exciting new genetics throughout the maturities brought to you with the broad spectrum of control offered with SmartStax hybrids,” said Gary Leeper, Dairyland Sales Leader.

SmartStax hybrids from Dairyland Seed are offered in one of two ways for 2012. First, available as SmartStax hybrids which reduces the required refuge from 20 percent to 5 percent to maximize yield potential. There is also a limited amount of product available in the form of Dow AgroSciences Refuge Advanced™, which provides the insect protection of SmartStax and refuge compliance in a single bag solution.

With increased concerns over pest tolerance, the multiple modes of action contained in SmartStax® hybrids presents a real value for farmers to consider in 2012.

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

© 2012 Dairyland Seed Co., Inc.



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