

FALL 2019

AN EARLY RISER'S GUIDE TO WHAT'S BEST AND WHAT'S NEXT IN SEED.

Family Matters

BY SCOTT BURDITT, DAIRYLAND SEED FIELD REPORTER

"Anne, it's David."

With those three simple words, Anne Hernandez at Dairyland Seed knows David Koudelka from Advantage Agri-Services in Onalaska, Wis., is on the line. No customer identification number needed.

For David, that's a big deal.

David and his dad, who goes by Dave, became Dairyland Seed dealers years ago because it felt right. They believed the product quality was good, but there was something more.

"When my dad and I were first introduced to Dairyland Seed, Tom Strachota, the CEO, was actually there. And he wanted to meet us," says David.

That meeting created an indelible impression on the two of them. They walked away believing Dairyland Seed was living the values typical of a family-owned business. Through



TWENTY-TWO YEARS IN BUSINESS TOGETHER AND GOING STRONG. DAVE (LEFT) AND HIS SON, DAVID, OWNER OF ADVANTAGE AGRI-SERVICES IN ONALASKA, WIS.

the years, Tom always remembered their names and their business, something David saw as exceptional. It assured them that they mattered. Working with Dairyland Seed wasn't about selling seed as much as it was about being part of a like-minded community.

It's this sentiment that drives many of David's own business decisions.

The story of Advantage AgriServices begins with Dave, who was working at NaChurs Fertilizer back in the 1970s when Nachurs decided to let go of sales managers and work through distributors only. Dave found himself out of a job.

So he rolled up his sleeves and got to work, opening a feed mill. His mill offered agronomy products and services to local farmers, and a little bit of seed from a small, local seed company.

In 1997, David fresh out of college started working for his dad. They did well together. Two years later, David bought the company, retaining only the agronomy business. Now Dave works for David.

"He's the boss here," says Dave. "We both know the work that has to get done. I'm just here to help, and give him problems."

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Crop Observations Leading Up to Harvest

BY DAIRYLAND SEED REGIONAL AGRONOMISTS

DAN RITTER, CENTRAL REGION

As we push further into harvest, continue monitoring fields for harvest timing. Proactive harvest can save a lot of time, yield and labor. As we are well aware, weather can interfere with our fall farming activities. However, have a plan of what you need accomplish this fall. Do you need tillage performed, soil samples, lime and fertilizer spread? Try to accomplish those if possible, but be able to manage around them if you can't. One of the agronomy principles I try to suggest operators follow is plan for the norm and manage the extreme.

This fall may be a good time to rectify some of the issues we created last fall and this spring. In cases we were on fields and dealing with compaction or, as mentioned, we did not get our planned fertility program executed. Let's shoot to get those accomplished this harvest and post-harvest season if conditions are favorable.

As always, take note of what seed products are performing well and where. Record the attributes you liked about each one. If there are

weaknesses in products on your farm, capture that information as well. If needed, this data will be crucial in fine tuning, adjusting and finishing out your seed order later this fall.

TERRY JONES, EASTERN REGION

As harvest gets underway, it is important to take notes on field observations while harvesting. Combining notes from the growing season and while harvesting can provide you with valuable information on what is good in a field and what is bad. This information will help guide you into making wise management decisions on variety selection, drainage issues, disease, fertility, problem weeds, insect control, planter issues, etc.

Meanwhile, check corn stalk integrity in each field and plan on harvesting compromised stalk fields first. Stretch your legs occasionally while harvesting and check for harvest loss from combine operation. Make adjustments as needed to squeeze out every dollar you can.

Have a safe harvest!

ROD KING, EASTERN REGION

As we swing into full harvest, late though it is this year, here are a few thoughts from my "neck of the woods".

Harvest is an excellent time to make notes and plans for next year. There is no substitute for good notetaking at harvest – either in a notebook or on your phone/other device. Note particularly areas of weakness in yield as you go across the field. Can you explain why yield levels decrease in areas of the field? Are there fertility issues, drainage issues, potential nematode hotspots, weak competition, or other causes? If you know the cause, can it be fixed in the off-season or in next year's growing season? If you don't know the cause, who can help you figure out what happened? Noting issues and specifically georeferencing areas of problems at harvest is a first step to problem solving and improved yield performance next year.

Harvest is late, and therefore it feels like there is additional pressure to hurry. Don't. Take time to properly calibrate yield monitors and record

field issues. Harvest yield maps, if properly recorded, can prove invaluable in pinpointing yield level issues and addressing the cause.

Always think safety first. There is no substitute for working carefully during this busy and often hectic rush to bring in the crop.

BRIAN WELLER, WESTERN REGION

Light Test Weight Corn and Potential Handling Concerns: When corn is able to mature naturally and reach R6 (Physiological Maturity) or as most everyone calls it "Black Layer", the handling characteristics of the grain tend to be very good, with not many issues with fines, bridging in bins or uneven drying. (The corn kernel in the photo below shows "Black Layer" at the tip of the kernel.)



When corn does not reach R6 naturally either by early frost or a growing season with too few Growing Degree Units (GDU's), kernels will have lighter

test weight. These lighter test weight kernels tend to be more difficult to dry due to uneven moisture levels within each kernel as well as kernels being more prone to breakage or creating fines. Every time that kernel hits something hard, like an auger, it increases the potential for breakage. When filling a grain bin with this grain, the fines or broken kernels tend to fall more to the center of the bin which can create more hotspots and eventually spoilage. This is one of the many reasons why many producers and grain managers will core or take the centers out of bins to reduce the potential for spoilage.

Another aspect of corn that does not dry completely, is that this corn is more apt to bridge or create a wall of grain that does not flow which makes it more dangerous. A wall or bridge of grain can break at any time, causing anyone near it to become engulfed in grain and potentially suffocating.

The take home statement is that when dealing with low test weight corn or corn that dries unevenly is take more time in managing that grain, core your bin centers and monitor it more frequently to reduced spoilage or bridging concerns.

BRANDEN FURSETH, NORTHERN REGION

Most things I would emphasize for the northern region are universal. First, with fall activity underway, maintain solid communication. Scouts need to communicate harvest priority, combine operators should take the time for field notes then relay them to tillage operators and agronomic planners. Communication is also key to safety. It's been a tough year for everyone in ag, but a lapse in judgment could make it worse.

Speaking of tough years, many of our management strategies were put to the test in 2019. There might be some signs that things such as your fertility or tillage programs could be improved. That being said, don't let the uniqueness of 2019 completely swing your management style. Know your long-term comfort zone and stay in it going forward.

Lastly, monitor your budget, make a plan, and be flexible. Remember that deferring costs to 2020 may not be the best answer long term. Every farm is different, but most will be looking to save money with fall fertilizer and maybe tillage passes. I would encourage you to NOT skip the soil testing; it is a budget saving exercise. Your local Dairyland Seed sales manager is ready to help you with seed pricing strategies.



MEET THE DAIRYLAND SEED FAMILY

BRENDA SHINE

Meet Dairyland Seed's Order Entry Leader, Brenda Shine, who works at the West Bend, Wisconsin, office. Brenda works closely with the Order Entry team making sure the needs of both customers and sales team are met. Her role also includes entering products into the system, training new Customer Service/Order Entry employees, implementing and communicating procedures and testing new system changes.

"I really enjoy the order entry aspect of my job. This is what drew me originally to apply for my first position here at Dairyland Seed," says Brenda. "I enjoy working with the Order Entry team and am able to share all of their successes within our department."

Brenda adds, "Attending the annual GENI Banquet and getting to know our customers face-to-face is something I always look forward to. I am very passionate and care very much about Dairyland Seed."

Brenda has been a part of the Dairyland Seed family for 16 years. She worked as a seasonal employee for seven years before becoming full time nine years ago. Prior to Dairyland Seed, Brenda had roles in customer service, accounting and human resources.

"The people I work with make my job enjoyable. We spend a lot of time together; we are like family," says



BRENDA AND TIM SHINE

Brenda. "At work I am very focused. If you see me out and about, you will see the fun side of me!"

Brenda was raised in New Berlin, Wisconsin. As a teenager, she worked on two farms. One was a radish farm and the other was a vegetable farm where she picked vegetables and helped the farmer at the farmers market.

Brenda and her husband Tim reside in Jackson, Wisconsin, and recently celebrated their 30th wedding anniversary. Her daughter Jaimie is 26 years old and married to Lawrence and 24 year old daughter Jessica is married to Derek.

Brenda and Tim play on a summer bags league and enjoy vacationing together. Brenda is very active in her church and plays chimes for her church during the winter months, cleans the church and runs the video

boards for services. Volunteer work is important to Brenda and she also shares her time helping with the Washington County Fair Farm Bureau food stand and with Dairyland Seed's support of the local United Way.

There are no pets in the Shine household but she adores her grand dog Evie.

NEW! BRANDED GEAR JUST ADDED

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Family Matters

... CONTINUED FROM PAGE 1

David laughs. He's learned a lot from his dad, so much so that when he bought the business and took the lead, his dad didn't question his decisions. Their transition was smooth.

Have they ever clashed? A bit of grouchiness might rise to the surface in spring when workdays are longest and stress levels increase. "But we don't argue," David says. Dave agrees.

Today, Advantage Agri-Service is a sales and consulting business selling fertilizer, seed, applied chemicals, and deep expertise. They specialize in liquid fertilizer, and they're both a retailer and a distributor, serving the western half of Wisconsin, from the northernmost reaches down to Illinois, and a sliver of Minnesota.

Dave leads the custom application segment. It's doing well. Their volume of applicator work is ideal right where it's at. "There's only so much work you can take on," David begins, and his dad finishes, "and do it right."

Their laser-sharp focus on customer service, a philosophy that dates back to Dave's feed mill, is no surprise. Service and family are so inextricably linked for David that he has concerns about the future for businesses like his. Consolidation thins the ranks of family-owned companies and replaces them with something that sounds like family, but doesn't act like it.

"Families have skin in the game," David says. "It's different."

When he first bought the business from his dad, he wanted to grow large, and in fact had employees. But it didn't take him long to realize he could carve out a better niche on his own, a smaller family-run business, one in which service would never be lip service.

David looks over at his dad. "When he's out there spraying fields, he's treating them like their his own. He's been on those same farms for 30 years. Whenever he decides to retire, he will be hard to replace."

One part of the business David intends to grow is seed sales. New products added to the Dairyland Seed lineup enable him reach out to farmers he couldn't serve well in the past. He expects new seed business will come through existing agronomy customers, where strong relationships are already in place.



WITH SMOKE RISING FROM VOLCANIC ASH BEHIND THEM, CHASE, ANGIE, MYA AND DAVID (LEFT TO RIGHT) POSE FOR A FAMILY PHOTO AT A VOLCANO IN GUATEMALA DURING THEIR AUGUST 2019 TRIP.

The process of getting on a farm with your seed can last years because it's a relationship business. Seed is the most competitive part of David's overall business, and sales almost never come without first having a good relationships built over time.

David doesn't farm but he can put himself in his customers' shoes. He used to rent ground and each year grappled with the same questions: Where do you cut costs? Where do you spend? A great ROI on crops matters but has to be balanced with cost. When it comes to finding that balance, especially for a smaller family-owned farm, David's been there.

Advantage AgriServices sells a lot of DSR-1950/R2Y and DSR-2330/R2Y soybeans and corn in the 95- to 104-day maturities, like DS-3518 and DS-4018. For silage, HiDF-3407 is popular. In alfalfa, both HybriForce-3400 and 4400 have looked phenomenal. David says Dairyland has a lot of new exciting hybrids being released for the 2020 season that look very promising.

"They're living up to the hype," he says.

David and his wife, Angie, have two kids, Mya, their 13-year-old daughter, and Chase, their 7-year-old son. They're an active family. The kids love to race go-karts and compete in organized events. Mya loves playing basketball, soccer and volleyball. During this past August, they vacationed in Guatemala. A highlight of the trip was meeting the family whose son he and Angie have helped for the past six years by sponsoring his education. They also explored an active volcano, and enjoyed cliff jumping and kayaking.

Introducing HybriForce-4400: The Fourth Generation Hybrid Alfalfa

BY SARA HENDRICKSON, FORAGE LEADER

Dairyland Seed was proud to officially launch HybriForce-4400 to the ag industry Wednesday, October 3, in the inaugural season of the Knowledge Nook at World Dairy Expo in Madison, WI.

Steve Wagner, Alfalfa Breeder with Corteva Agriscience started off the 45-minute educational presentation by providing a deep dive into the history and development of hybrid alfalfa products and his 20-year career working directly with the HybriForce line-up for Dairyland Seed. Hybrid alfalfa offers a unique advantage over conventional breeding by enabling researchers to evaluate a specific parent gene and continuously improve it to build on the lineage of the strongest, most disease-resistant and best producing parents. HybriForce-4400 has been bred to include a strong health package which includes a step up in Aphanomyces protection over the Gen-3 hybrid alfalfa products. This has been incredibly beneficial in stand establishment in an unusually wet 2019 while also providing a 17 percent yield advantage in the seeding year when compared to competitive products in the HAY plot program.

Conversation continued with insight into that aforementioned HAY, or Hybrid Alfalfa Yield, Plot Program which plants side-by-side hybrid alfalfa to competitive non-hybrid varieties. This on-farm testing program is the only one in the seed industry that analyzes alfalfa for both yield and quality under real-world conditions to



CHAD STAUDINGER OFFICIALLY INTRODUCED HYBRIFORCE-4400 TO THE AUDIENCE

get a true comparison of commercial products. The extensive research has demonstrated that HybriForce-4400 provides dairy producers and hay growers with additional improvements in yield while maintaining excellent forage quality.

Combined data from internal and third-party trials over four years show HybriForce-4400 delivered a five percent yield advantage over our third-generation hybrid alfalfa, HybriForce-3400, and a 12.6 percent yield advantage against competitive varieties in the 108 HAY plot comparisons harvested in 2017 and 2018 with 2019 data still being finalized. Additionally, HybriForce-4400 had five first-place finishes in public state trials and finished in the top ten 21 times out of the 24 trials it was entered.

The Knowledge Nook session ended with Chad Staudinger, Regional Manager for the Northern Region, officially introducing HybriForce-4400 to the audience. This fourth generation of hybrid alfalfa builds on a tradition of

excellence by providing outstanding yield potential while still maintaining high quality. Because yield is the economic driver for all crops, HybriForce-4400 also provides exceptional profit potential by being an absolute leader in milk/acre.

Since launching the first generation of hybrid alfalfa in 2001, Dairyland Seed has been able to continue its rich history of routinely releasing higher yielding products in order to bring value to customers. HybriForce-4400 raises the bar on yield potential once again with its excellent stand establishment, quick regrowth, and densely uniform plant characteristics. This broadly adapted alfalfa can perform in a wide range of environments and offer unparalleled success to dairy and forage producers. By delivering greater yields while maintaining higher quality and providing excellent establishment potential, HybriForce-4400 can help customers overcome the current forage shortage by producing more from every acre to increase profitability in a challenging agricultural economy.

HybriForce-4400

GEN-4 HYBRID ALFALFA

Real World Knowledge on Enlist™

BY ROD MORAN, SOYBEAN LEADER

Interest and information on Enlist E3™ soybeans, as well as the entire Enlist™ Weed Control System, put into the anxious grasp of Dairyland Seed customers is being received with incredible excitement and enthusiasm.

At 17 effective field events this past summer, customers consumed with gusto the pertinent information provided at these sites by knowledgeable Enlist Field Specialists and Dairyland Seed Regional Agronomists across the eight states in our geography. It quickly became tremendously clear that the agricultural community within our geographic footprint exhibits an unbridled interest in getting "tuned-in" to the facts on how to succeed with the Enlist trait platform. Knowing that this technology has the ability to reach farther and wider than ever before with strong genetics while helping facilitate control of the troublesome weeds that attempt to suppress our efforts on a yearly basis.

Over the course of a six-week period from late July through the end of August over 675 attentive individuals listened,



HUNDREDS ATTENDED DAIRYLAND SEED'S ENLIST TRAINING SESSIONS THIS SUMMER.

learned, and posed their questions concerning appropriate use of these products. The professional and factual information and answers provided by the staff built the confidence needed so dealers/growers, themselves, could facilitate conveying clear information to others of the safety, utility, and effectiveness of this needed impressive technology.

Additional learning opportunities are being developed for the 2020 planting

season so keep a keen eye open for forthcoming information on these events.

But wait, there is no need to "slow your roll", check out all of these websites to access everything Enlist and take advantage of this system on your operation.

<https://www.enlist.com/content/hdas/en.html>

<https://www.enlist.com/en/enlist-360-training.html>

<https://www.enlist.com/en/approved-tank-mixes.html>

Should you require additional assistance or have other unanswered questions don't hesitate to contact a Dairyland Seed representative about providing a personal primer, so you too, can experience and appreciate the convenience, safety, efficacy, and genetic potential contained within the Enlist Weed Control System.

DAIRYLAND SEED 2019 ENLIST REGIONAL TECH CENTERS

Location	State	Learning Stations At All Listed Locations
Lexington	IL	Enlist soybean tolerances and weed control programs
Wabash	IN	Enlist corn tolerance
Sheridan	IN	Application best management practices for Enlist herbicides
St. John	MI	Equipment cleanout
Ellendale	MN	Spray scenarios
Horace	ND	Trait herbicide system comparisons
Toronto	SD	Differentiating 2,4-D/Dicamba off target movement
Whitewater	WI	RM appropriate E3 variety demos



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Discover Dairyland Seed's Updated Website

We are excited to announce the launch of Dairyland Seed's newly designed website www.dairylandseed.com. Our goal with this updated website was to create a more user-friendly experience for our customers.

The updated homepage allows you to easily find the information you are looking for from product descriptions to yield data and test plots to finding the rep for your area. Easy-to-navigate drop down boxes at the top will quickly give you access to all products, yields, and company information. Additional dropdown boxes at the top right of the home page allow you to view the current product guide as well as direct links to the eStore and D-Connect.

The screenshot shows the new Dairyland Seed website. At the top, there is a navigation bar with links for 'PRODUCTS', 'YIELDS', 'ABOUT US', 'PRODUCT GUIDE', 'ESTORE', 'D-CONNECT', and 'CONTACT US'. The main header features the 'Dairyland Seed' logo with a red and white shield containing a stylized 'D' and 'S'. Below the logo is a large, vibrant photograph of a cornfield under a clear blue sky. Overlaid on the bottom right of the photo is the slogan 'BETTER. SMARTER. STRONGER.' in a bold, sans-serif font. A callout box in the bottom right corner contains the text: 'At Dairyland Seed® you can expect top-quality corn, soybean, alfalfa and silage products that deliver dependable results year after year. because we understand that there's more to success than what's in the seed bag, we also offer a bit of the unexpected—boots-on-the-ground, hands-in-the-dirt support whenever and wherever you need us.'

Interested in signing up for our weekly agronomy eNewsletter? Scroll to the bottom of the homepage and add your email list to our database.

Feel free to click on Contact Us link if there is anything else we can help you out with. We hope you enjoy our new design that is easy to navigate, and more user-friendly.