



DAIRYLAND SEED

THE Leader

SPRING 2020

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

Just Keep Learning

BY SCOTT BURDITT, DAIRYLAND SEED FIELD REPORTER

The biggest influence in Blare Gerber's life has always been his family. He traces his work ethic, business, life outlook, and even his house back to them. Blare is a partner in Isch Seeds, a seed conditioning and sales operation in Bluffton, Ind., about 40 minutes south of the city of Fort Wayne. His story begins on the family farm.

"I vividly remember walking out the back door every day, straight to the barn or shop, to start work with my siblings and parents. We just always worked hard and worked together," says Blare. "Our parents taught a strong work ethic."

He still farms with his dad, a cousin and a few other family members, cropping about 2600 acres of corn, beans and wheat.

Another family farm came into his life when he married his wife, Janel. Her family had been farming nearby for

generations. Although the two farms operate independently, Blare has learned and applied more than a few best practices from Janel's family. But his learning curve spiked soon after the day his father-in-law, Doug Fiechter, approached him and Janel with an idea.

"I remember it started with him saying that he was looking at buying Isch Seeds, a local business. Along with the business was this house on the surrounding property, and would we be interested in the house?"

Blare lived 10 miles away from his farm at the time. This house was located only a mile from his farm and in a different school district. It sounded like a no-brainer.

"But then he asked if we were interested in doing anything with the seed business, and I was like, 'Whoa.'"

At the time, Blare and his family were talking about streamlining their farm and getting out of the hog business. The hogs weren't contracted and facilities were debt-free, making the timing of Doug's question all the more interesting.

"I didn't know anything about the seed business. No one was sure who would play what role. But Janel and I thought



MEET THE ISCH SEEDS TEAM, LEFT TO RIGHT: DOUG FIECHTER, HIS SONS SHANE AND TRAVIS, AND BLARE GERBER.

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Introducing The Corn Class of 2021

BY RYAN MUELLER, PRODUCT PORTFOLIO/AGRONOMY LEADER

I am excited to bring to you the corn class of 2021. In this class, we have launched 26 new hybrids. We have continued to strengthen our overall portfolio by adding elite genetics across our maturity spectrum.



In grain, by all measures, we have not only added depth and performance at key maturities, we have also continued the trend of improving plant stature, test weight and foliar health. This class consists of 18 new grain hybrids ranging from 80 – 115 days relative maturity, with a nice blend of above and below ground trait options. We also added one new Roundup Ready® hybrid and two new conventional hybrids.

Our HiDF lineup also has been rejuvenated with eight new hybrids, all with below ground traits. These range from 90 – 112 days silage maturity. Five of these hybrids are

traditional HiDF products and three were brought on to bolster the BMR segment.

All of these products will have good exposure through our Dairyland Seed strip trial program. We will be generating data and hosting product training on these hybrids at a local level as much as we can. I hope this summer you hit up your Dairyland district sales manager or your agronomist to get their opinion on the hybrids that will fit your farming operation.

Have a safe planting (for some of you, harvest and planting) season.

Understanding Spring

BY RYAN MUELLER, PRODUCT PORTFOLIO/AGRONOMY LEADER

From Wikipedia...

Spring is one of the four conventional temperate seasons, following winter and preceding summer. There are various technical definitions of spring, but local usage of the term varies according to local climate, cultures and customs. At the spring equinox, days are approximately 12 hours long with day length increasing as the season progresses.

Anybody that has worked outdoors knows when it happens, the day that spring arrives. Regardless of what the thermometer says, the sun just feels different. There is a warmth in it that has been missing for months. As those of us that work in the agricultural community can attest, this climactic switch is known to bring about drastic change within the American farmer. They become singularly focused on “putting seed in the ground”. The calm business like demeanor that prevailed

through the winter months while selecting hybrids, working over seed reps, studying agronomy trends and matching hybrids to fields is replaced by somebody that has worn a path in the shop before breakfast, checks the 10 day forecast at lunch to see if it has changed since breakfast, or drives past a field one last time before dark to see if it is fit (knowing that it won't be). Despite generations of collective farming knowledge, they view every day on the calendar as a taunting reminder that they are not in the field.

Let's be real. The combination of Mother Nature and spring planting (and maybe some harvest) can be crazy. Throw in a farm and global economy that is not in a happy place, add a global pandemic and it can get downright depressing. So here is something to think about...

To keep up with projected population growth, more food will have to be

produced in the next 50 years as the past 10,000 years combined.

With all of the negativity out there, it is easy to wonder if we will ever be able to accomplish such a huge feat, but I am confident that together we can and will.

I'll finish with this alternative definition of spring from Wikipedia.

Spring and “springtime” refer to the season, and also to ideas of rebirth, rejuvenation, renewal, resurrection and regrowth.

SO THIS SPRING...

1. Count your blessings.
2. Embrace the chaos.
3. Be safe
4. Get yourself some tractor therapy, *it works.*

GET MORE FROM EVERY ACRE WITH HYBRIFORCE-4400™

BY SARA HAGEN, FORAGE LEADER

Since launching the first generation of hybrid alfalfa in 2001, Dairyland Seed has been able to continue its rich history of releasing products that bring increased value to customers. HybriForce-4400 raises the bar on yield potential and profitability with its excellent stand establishment, quick regrowth, and impressive health package featuring densely uniform plant characteristics unique to hybrid alfalfa. These attributes can offer unparalleled success to dairy and forage producers after 2019 began with widespread winterkill followed by continuous wet conditions that prevented planting and delayed harvests which further depleted already tight forage supplies.

As most Midwest farmers know, soil types and environmental conditions are highly variable which makes growing and establishing alfalfa difficult. This broadly adapted alfalfa can perform in a wide range of geographies and conditions thanks to research data and observations from the only on-farm alfalfa strip trial program.

HybriForce-4400 boasts an impressive 11.8% seeding year yield advantage against all competitors in 174 HAY plot



head-to-head comparisons through 2019. This extraordinary performance combined with a 35 out of 35 rating on the Disease Resistance Index means HybriForce-4400 excels in seedling vigor and stand establishment, especially since it is highly resistant to all major alfalfa diseases including race two *Aphanomyces*.

HybriForce-4400 is able to realize impressive yield potential in subsequent years with a 10.4% yield advantage while still achieving 8.3% more milk per acre and 6.1% greater 30-hour NDF digestibility against all competitors in

all years in the HAY plot program. This kind of yield and quality performance helps HybriForce-4400 be a profitability leader and an excellent option for dairy producers looking to replenish forage inventory without sacrificing milk production during a challenging agricultural economy and global unrest.

Contact your District Sales Manager or local ProSeller Dealer to learn how HybriForce-4400 can help you be proud to plant Dairyland Seed in 2020.

HybriForce-4400

GEN-4 HYBRID ALFALFA

MEET THE DAIRYLAND SEED FAMILY

BY KIM GELLINGS, EXECUTIVE ASSISTANT

MAUREEN STOFFEL is the Distribution Assistant at Dairyland Seed's West Bend, WI, headquarters coordinating deliveries and returns within the Michigan dealer network.

Communicating with customers and learning how she can provide the very best service makes her job gratifying. Maureen adds, "Over the years I have learned how to remember specific 'little things' about our customers. Having knowledge of those 'little things' goes along way. It's a terrific feeling when you can make someone's day."

Maureen worked for Dairyland Seed from 2002-2005 and then rejoined the Dairyland Seed family in November of 2010.

"I welcome a challenge, and during the shipping season my job can be just that. There are many components that need to fall into place to create a successful shipment. When those components come together and I learn that our customers are satisfied, I feel very accomplished and look ahead to the next day to do it all over again. Knowing that the customers I work with are taken care of properly is very fulfilling," says Maureen.

Growing up on a 600-acre farm in the town of Jackson, her family raised beef and pork. Maureen has cherished memories of growing up on a farm including 4-H and showing hogs at the county fair. She says, "Prior to planting, our entire family would spend days in the fields picking stones. This was hard



work and may have involved a bit of grumbling, but we learned how to work together as a team and got the job done."

Fun fact....did you know that she has a degree in Criminal Justice? Following college, she was certified as a law enforcement officer after completing a 10-week training recruit academy. For a brief time period, she was a police officer!

Maureen and her husband Tom reside in Campbellsport, WI, with their six children. She describes their family as a "modern day Brady Bunch" as she and Tom each had three children when they married in 2017. All six children knew each other prior to the marriage as they attended the same grade school. Maureen's three children are Zach, Makayla, and Laurianna. Zach serves our country as a US Army soldier; Makayla will attend Martin Luther College this fall; and Laurianna is in 7th grade. Tom's three children are Kirstin, Henry and Karah. Kristin is a junior at UW

Whitewater; Henry is a senior and Karah is a freshman at Kewaskum High School.

Maureen comes from a family that enjoys cooking and baking. Her mother was a Pillsbury Bake-Off finalist in 1972 and she has followed those footsteps with a side business of baking cakes/cupcakes for special events. Her local 4-H club is fortunate to have her serve as the cake decorating leader. In the summer she serves as a Foods/ Cake Decorating judge at Wisconsin county fairs.

In the summer you'll find her tending to her flower gardens. The Stoffel's 40,000 bees enjoy the flower gardens and the family scores some honey in the end!

She and Tom serve on many different boards and committees in their church and children's schools. They also enjoy helping out at their county's annual Breakfast on the Farm in June.

Just Keep Learning

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about it, prayed about it, and then decided the seed business was a business about farming, and we definitely knew something about that.”

Blare also had never been one to shy away from learning. He got right to work with Doug and two of his sons, Travis and Shane. It was a lot to absorb at first, but Blare had solid support around him, including Perry Isch, who sold the business to Doug. Perry stayed on for five or six years after the sale. Having been in the business for decades, Perry knew seed conditioning like the back of his hand.

Today the company conditions soybean and wheat seed. They sell corn, soybeans, alfalfa, wheat and specialty seeds including forage seed, pasture seed and summer annuals. The latter keeps them busy outside the selling season for major crops. Blare leads seed sales. His job is all about helping farmers in any way he can.

He recalls when Brodbeck went from being a privately owned company to part of Dow AgroSciences. Then Dow became Corteva, and Brodbeck became Dairyland Seed.

“When that last one happened, farmers were like, ‘Is this a bunch of dairy farmer seed from Wisconsin?’”

In hindsight, it was an easy leap. Blare assured them they were getting some of the same seed under a different name and the same strong customer service.

Blare’s biggest sales goal is to just keep improving, to understand each customer’s farm and concerns, so that he can provide the best possible recommendations rather than just show up for a seed order.



SUNFLOWERS, SOYBEANS, CORN AND SUNSHINE SURROUND ISCH SEEDS ON A BEAUTIFUL SUMMER DAY IN 2019.



BLARE AND JANEL (CENTER ROW LEFT) POSE AT A FAMILY GATHERING WITH JANEL’S THREE BROTHERS, SPOUSES, PLUS DOUG AND HIS WIFE, JILL, AND THEIR GRANDKIDS.

“I want to collaborate. Be proactive. Whether they need weed control, yield or a better quality of feed. I strive to be more perceptive about all of it,” Blare says.

He gets it. Farmers hear all kinds of opinion and read more than they know what to do with, so he helps them sort through it and identify what’s most important to their own farms.

When Blare looks back on his career so far, he’s happy to have worked in so many different aspects of agriculture and with people like Doug, his agronomists, his Dairyland rep and Perry.

“Perry built up a lot of trust in the community. His mindset was the same as Dairyland’s. Keep the farmer first no matter what. That’s what we want to continue, and amplify, to the point where people think of us as the best place to go for the best field.”

Doug concurs, saying that future business growth will rely heavily on serving customers well today. He believes in the basics – offer a great product, back it with great service, and be there for the customer when the unexpected happens.

Blare says he’s blessed to have his family around him and included in his work. He’s motivated to provide for them but not so much that he loses time with them. His faith in Christ is huge, and living out each day to a purpose bigger than himself is important. Excelling at what he does for a living creates opportunities to help those around him.

He also loves the flexibility afforded by his work. He’s never been locked down in an office 9 to 5 and never wants to be, even if the seed business is a crazy business.

“We have to prove our worth every year. It’s knock down drag out. But it’s fun, and I just keep learning.”

Your Neighborhood Data is Significant!

BY ROD MORAN, SOYBEAN LEADER

Real world data, it's what drives decisions on the farm. Knowing what works in your local area is key to generating confidence and interest in the corn, soybean, and alfalfa seed products utilized on your operation or on customers' and neighbors' operations.

There are many sources of data in the world today, such as corporation research, coordinated third party, and university testing, just to name a few, which are frequently conducted on a larger size and scope. Most of the time, these trials are generated using randomized replicated planting methods and typically concentrate on yield variability or specific treatments or conditions to determine if the result(s) provide positive and/or negative ROI's. Often, this information is accompanied with copious amounts data and statistics that assist in assuring individuals the information



contained therein is statistically relevant and/or provides confidence in the information. There is no doubt this information is very helpful to farmers navigating unsettled waters trying to decide if equipment, management tactics, or varietal changes need to be adjusted to their benefit.

Now, on to the obvious real-world part! It has been Dairyland Seed's experience from many years of encouraging our growers to partner with us in the data generation process. Dairyland Seed dealers and customers consistently tell us they have greater confidence in the data generated on their own or their customers' acres with a much greater frequency than many alternate sources of data available in the market today.

Note, the 2020 survey results conducted the first week of February with 85 dealers and growers in our footprint in the accompanying photo below. Especially, in this year in this time, when much of our corn and soybean portfolio has undergone beneficial upgrades in traits and genetics, the data generation process is more critical than ever.

For corn data, we have always had a much more storied and robust ability

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TRUSTED DATA RESOURCES (CHECK TOP 3)

(85 DEALERS SURVEYED, DISPLAYED IN PERCENT OF AFFIRMATIVE RESPONSE)

What information do you use when selling Corn Seed?

Univ. Trials	FIRST Trials	County Trials	Local Independent Plots	Competitive Plots	D/S Plots	Your customer/ Own on-farm results
16%	12%	7%	9%	5%	24%	27%

What information do you use when selling Soybean Seed?

Univ. Trials	FIRST Trials	County Trials	Local Independent Plots	Competitive Plots	D/S Plots	Your customer/ Own on-farm results
18%	10%	7%	8%	5%	25%	27%

What information do you use when selling Alfalfa Seed?

Univ. Trials	County Trials	Local Independent Plots	Competitive Plots	D/S HAY Plots	Your customer/ Own on-farm results
20%	2%	7%	6%	34%	31%

to generate data via the GENI program and other corn plot programs. Yeah, I know...I know, the old mantra “corn is king”, but the addition of a complete and healthy Dairyland Seed brand Enlist E3[®] soybean portfolio with 26 products for 2021 planting, the “king” may not be as lofty as it once was!

Our soybean plot seed is available and ready to get in the field and demonstrate that Enlist E3 is the trait platform that belongs on the acre. Contact your local DSM or Regional Agronomist and inquire how you can help in building the future for your operation and Dairyland Seed. Join us in building a new database to support your need and ours for locally derived data that you and your customers trust and appreciate.

KEY PLOT PLANTING RECOMMENDATIONS

Choose locations in an appropriate area to reduce known overly dry or wet areas, compaction issues, consistent disease presence, or known pH of fertility differences, etc.....



Keep product count at manageable levels for what you want to learn

Seek answer to questions in a stepwise manner and add experiments as time and space allow

1. Yield
2. Yield by population 1, 2, 3...
3. Yield by population by treatment 1, treatment (1 + 2), treatment (1+n)

Walk your plots frequently, take photos and timely notes to pinpoint notable differentials as you may choose to not include some of the data if obviously skewed by an environmental or abiotic occurrence.

Harvest the data in a manner that provides measurable results in bushels; weigh wagon, well calibrated yield monitor, etc....

When comfortable, begin slowly to replicate your experiments to qualify and quantify the results you produce.

And, in my opinion, it is always best follow the KISS method. Because one thing is for certain. If you do not trust the data coming in; you won't learn anything valuable using the data coming out.

Good luck in the 2020 planting season and always be safe for the ones you love and others!

Looking for Dairyland Seed caps or promotional items?



Dairyland Seed's eStore is the answer! Our new eStore offers everything from caps to apparel and from picnic blankets to key chains.

Start by going to www.dairylandseed.com. At the top right, click on eStore. Orders can be placed on line or by calling Staples Customer Service at 888-535-1636.



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Dvoracek Announces Retirement

After nearly 19 years of devoted service, District Sales Manager Gary Dvoracek announced his retirement from Dairyland Seed this past March.



Gary began his career with Dairyland Seed in 2001 as District Sales Manager in west central Wisconsin. Due to Gary's great personality and strong work ethic, he has had many years of great success building one of our biggest districts. His achievements include being named the 2002 Master Salesman, Top Alfalfa Sales in 2019, and Top Corn Sales in 2011, 2017, and 2018. Gary has built some very strong relationships with his dealers, customers, and fellow employees and we will all surely miss him.

Thank you, Gary, for your loyalty and service to Dairyland Seed!

Tom Strachota Agricultural Leadership Award Recipient

We are very excited to announce Kim Mayne, Dairyland Seed's Operations Leader, from Mt. Hope, Wisconsin, is the 2020 recipient of this award. His 40+ years of experience in the seed business, from growing and conditioning seed to managing the overall operations, has earned him the respect and admiration in both Dairyland Seed and the industry as a whole.



This award, which honors Tom's life and legacy, seeks to recognize and encourage individuals who embody the same qualities Tom lived by—a dedication to advancing agriculture, selfless contribution to community, and an approach to business that prioritizes respect and integrity. Tom did these things with personality, a zest for life and love of family.

Kim received the award at the November Sales Awards Meeting in Kohler, WI.