



DAIRYLAND SEED

THE Leader

SUMMER 2020

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

Meet the Fun People With the Best Seed Who Are Always Open

BY SCOTT BURDITT, DAIRYLAND SEED FIELD REPORTER

Last season was the first time Jim Coughlin sold seed for Dairyland. Coughlin Seeds is located in Iroquois, South Dakota. You can guess how his year turned out.

"It was a total nightmare," Jim says with a smile.

Of the 19 million unplanted acres U.S. farmers endured last season, almost four million were in South Dakota, more than any other state. Like every other dealer around them, Coughlin ended up with an inordinate number of returns.

But Jim's an optimist. He's an extraordinarily hard worker. And if the past is any indication of the future, Coughlin Seeds will soon be back to selling 20,000 units of beans and 1,400 to 1,500 bags of corn, or more.

Jim and his wife, Debby, run the seed business and their farm together. They raise 3,000-plus acres of mostly corn

and soybeans, and graze 3,000-plus acres of grass for their cattle. They have three different feedlots in their operation.

"We've begun to cut back on our feedlots after feeding 2,000 head every year for 35 years," Jim says.

Debby's dad, John, started the seed business decades ago representing the old Pfister brand, followed by PAG and Cargill. He was once Cargill's biggest seed dealer in the U.S. for two consecutive years. Jim and Debby helped with all the bag handling and deliveries. John then turned the business over to them in 2011 when he was selling Prairie Brand Seeds.

"The fun of selling is what drives me," says Jim. "When we have a bad year like last year, I still know it's fun."

He means it. Three years ago, a 94-mph wind blew in a wall of their seed-treating facility and took the roof off. While it was being repaired, another wind blew it down. High winds paid several return visits, blowing down part or all of the facility five times.

Good thing Jim and Debby are resilient. They now have a fortress for treating seed. It's their place to socialize with

CONTINUED ON PAGE 5 ...



JIM AND DEBBY HOST OPEN HOUSES FOR CUSTOMERS INSIDE THEIR SEED-TREATING FACILITY. THEY RUN THE SEED BUSINESS AND THEIR FARM TOGETHER.

IN THIS ISSUE:

Locked and Loaded for Success	2
Dairyland Seed Announces Expansion of Dealer Network	3
Meet the Dairyland Seed Family	4
Rewards Outweigh Risks for Summer Seeding Alfalfa	6
A Focus on Alfalfa: The "Queen of Forages"	7
Update on Summer Events	8

LOCKED & LOADED FOR SUCCESS

BY ROD MORAN, SOYBEAN LEADER

As I began to think about my assignment for this issue of the Leader, memories of past growing seasons in my 16 years here at Dairyland Seed stirred vivid reminders that every season presents its own unique set of hurdles to clear, management decisions to make, and burdens and/or blessings to count. But that was then and this is 2020, thankfully.

This growing season has offered up a bright new era for Dairyland Seed's soybean portfolio and those growers we look to faithfully serve. Our 2021 Enlist E3™ soybean lineup is in the ground, and we have been out making observations across our footprint. Based on frequent

communication with our producers, five regional agronomists, sales staff, as well as Corteva Agriscience™ research, we are extremely excited and eager for the unlimited potential that lies before us. Participating in concert with our customers to help each other attain the success and profitability of each and every acre we are privileged to be trusted with. And, while this growing season is unlike any other year, current statistics look as if to present impressive potential outcomes over several of the past few growing season.

Recent USDA-NASS data shows we are trending to the positive side of the coin (Figure 1). Even at this early stage of

the game in 2020, our soybean crop is showing promise in more ways than one especially considering 70 percent of planted soybean acres are rated in the good-to-excellent category with near 90 percent emerged. Tack on the fact that flowering is being noted in many locations which is perfect timing (summer solstice). This feat will allow for taking complete advantage of all potential sunlight hours we are afforded for the remainder reproductive cycle.

The Dairyland Seed soybean portfolio for 2020-21 is only the start for what is to come in the Enlist E3™ soybean trait platform in the next couple of years. It is very inspiring to know that growers are eager to give this highly vetted trait platform a prominent place within their operations.

This planting season Dairyland Seed offered growers the opportunity to plant soybeans from their choice of five unique trait platforms and it is a resounding endorsement that virtually 66 percent of our current sales are in the Enlist E3™ platform. This is certainly a much higher percentage than what is thought to be planted in the United States currently. Estimates nationwide suggest near 20 percent of the roughly 83.5 million acres of soybeans in 2020 are planted to the Enlist E3™ platform. This puts Dairyland Seed growers well ahead of the national curve!

Additionally, not only are growers encouraged by the genetics, but they also give the impression they are putting strong confidence in the ease

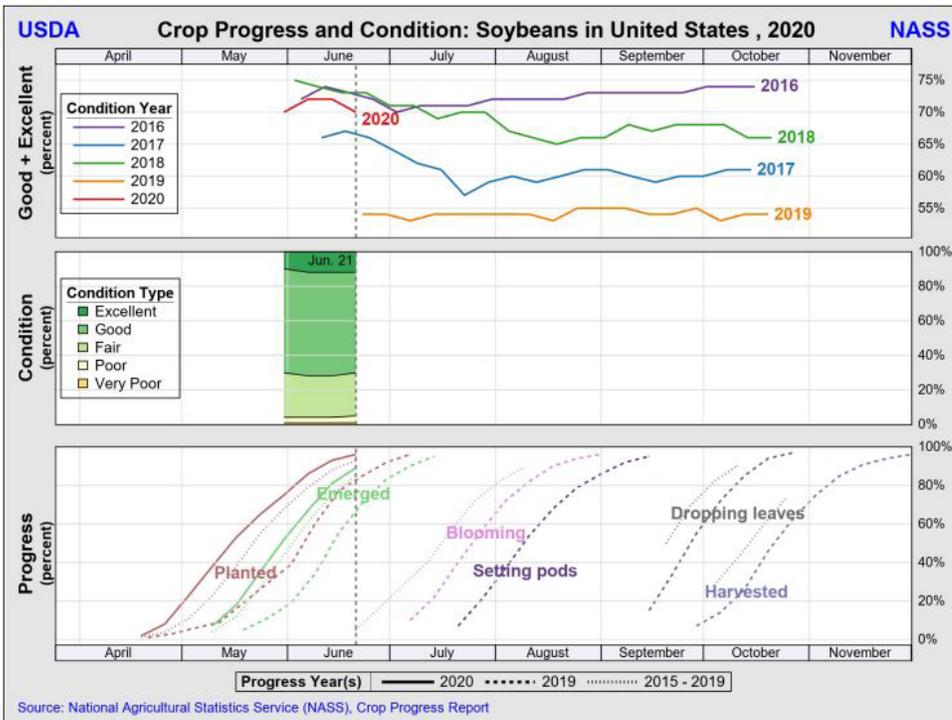


FIGURE 1 [HTTPS://WWW.NASS.USDA.GOV/CHARTS_AND_MAPS/CROP_PROGRESS_AND_CONDITION/2020/US_2020.PDF](https://www.nass.usda.gov/charts_and_maps/crop_progress_and_condition/2020/us_2020.pdf)

Dairyland Seed Announces Expansion of the Dealer Network

BY T.J. STRACHOTA, MARKETING LEADER

We are excited to announce the addition of over 50 farmer dealers to our sales network, expanding our reach and product offerings to more customers in our sales area.

The growth of our dealer network comes after a shift in the go-to-market structure for Corteva. Corteva is introducing a new brand, Brevant™ seeds, which will be available exclusively through retail focused in the Midwest and Eastern Corn Belt. It will replace the Mycogen® Seeds brand.

As a result of this change, Mycogen farmer dealers in our area are being offered the opportunity to become Dairyland Seed dealers, enabling them

to continue offering Corteva seed products and technologies to their customers. The majority of additional dealers are located in Minnesota, North Dakota and South Dakota. We are also adding dealers in Wisconsin, Michigan and Indiana.

This is a great opportunity for us at Dairyland Seed to continue to grow by offering the excellent products farmers have come to expect from us, with the exceptional service we strive to perform. It shows that Corteva has confidence in Dairyland Seed and that we are a big part of their future...and they trust us to continue to become an even bigger part.

As we finish out the current season it is business as usual. We anticipate minimal impact to our current dealers, who will continue to work with and service their customers. These new dealers will join us over the summer for the 2020-2021 season and we have adjusted our product supply plan accordingly.

Thank you for being a part of the Dairyland Seed team. We value you and your business. We look forward to welcoming these new dealers and their customers based on the foundation you've helped us establish.

... CONTINUED FROM PAGE 2

and efficacy of the associated approved chemistries for the Enlist Weed Control Platform. A recent survey conducted by the UW-Madison Cropping Systems Weed Science Lab indicated of Enlist E3™ soybeans intended to be utilized by growers in this survey indicated 81 percent and 63 percent expected to apply 2,4-D choline or glufosinate chemistries, respectively, as their

post application(s) for their post weed control option(s). In fact, 2,4-D choline chemistries receive the greatest degree of confidence for use by surveyed growers of all three different trait platforms represented (2).

Finally, everyone learning additional subtle distinctions in the Enlist E3™ germplasm from the well over 600 research and Dairyland Seed cooperator

location plots this year will help deliver even greater confidence and knowledge for the future. Couple this valuable information, with an expanding portfolio enhanced with an aggressive production plan in place, and Dairyland Seed growers will be able to lock in and shoot for the stars while succeeding in the world of production agriculture in 2020.

RM'S OF ENLIST E3™ PRODUCTS IN PLOTS FOR 2020

<0.4	0.5-0.9	1.0-1.5	1.6-1.9	2.0-2.4	2.5-2.9	3.0-3.4	3.5<
EC8-201E	DSR-0645E™	DSR-1032E™	DSR-1673E™	DSR-2112E™	DSR-2555E™	DSR-3058E™	DSR-3587E™
EC9-201E	DSR-0717E™	DSR-1318E™	DSR-2030E™	DSR-2259E™	DSR-2640E™	DSR-3146E™	DSR-3645E™
DSR-0119E™	DSR-0847E™		E20-101E	DSR-2222E™	DSR-2590E™	DSR-3365E™	DSR-3989E™
DSR-0577E™	DSR-0902E™			DSR-2424E™	DSR-2844E™	DSR-3256E™	
				E24-201E	DSR-2999E™		

² <https://www.wiscweeds.info/post/enlist-e3-system-in-2020-what-we-think-applicators-should-know/>

MEET THE DAIRYLAND SEED FAMILY

BY KIM GELLINGS, EXECUTIVE ASSISTANT

CHRISTAL BOGGESS serves as a Customer Service Representative for Dairyland Seed working out of her home near Ogden, Iowa. Her role at Dairyland Seed involves assisting customers and District Sales Managers with product needs and availability. A significant part of the year involves entering and approving, transferring seed, invoice moves, working with shipping holds and pending return orders.

"My favorite part of the job is working with the wonderful customers and District Sales Managers at Dairyland Seed," says Christal. "I enjoy helping and talking with so many of you each day."

Prior to joining Dairyland Seed in August of 2018, Christal was a Customer Service Representative with Prairie Brand Seeds serving the Minnesota and North Dakota territories.

"The people at Dairyland are what makes my job so enjoyable. They have been such a pleasure to work with. Even though I work out of my home, I have felt as though I work right alongside of them. I'm thankful that I have a wonderful team to work with," she adds.

Growing up as the oldest child on a farm, Christal was her dad's right-hand man. She learned to drive at a very young age just to transport equipment from farm to farm and spent countless hours of walking soybean fields using corn



*(BACK ROW) CHRISTAL'S CHILDREN, COLTON AND ASHTON
(FRONT ROW) JEFF AND CHRISTAL HOLDING TANK*

knives and then eventually using chemicals. She was really excited when they discovered the greatest of inventions, the homemade bean bar, which had just enough seats for three kids and saved much more time than all the previous years of walking beans. Christal showed sheep and cattle at the local county fair as well as several inside exhibits.

"Growing up on the farm has definitely taught me great work ethics, and my love for planting and watching things grow," Christal says.

In the summer you'll find Christal working in her garden or planting flowers. She admits, "I may get a little carried away with this, but my happy place is when my hands are in the dirt."

Christal, her husband Jeff, have been married for 29 years and live north of Ogden, Iowa, in the same house she grew up in as a child. They bought

the homeplace along with 60 acres of pasture from her parents but do not farm although they have several cow-calf herds over the years. Their oldest son Colton is 25, and owns a home just seven miles from them. Colton graduated from Iowa State University with an Ag Business Degree and works for a seed production company nearby. Daughter Ashton is 21 and will be graduating from Kirkwood Community College in August with a Dental Assisting Degree.

Christal and Jeff's passion for sports carried over into their children. Christal volunteered with several of her kids' basketball and soccer programs, and coached both sports for a few years. Her husband was the softball and baseball coach for several year when the kids were younger. Now, as the kids are all grown up, she can't wait until they can start it all over again as grandparents some day!

Best Seed, Always Open

... CONTINUED FROM PAGE 1

customers, during an open house or just for the time it takes to drive through and pick up seed.

"We let customers help themselves to soft drinks and snacks from the fridge," Debby says. "It's a little something we do to show our appreciation to them."

Jim and Debby grew up farming. He went to vo-tech for two years to become a diesel mechanic, kind of like his dad, who was an airplane mechanic in WW II. Jim also knew he'd need to repair equipment on the farm.

He graduated with a 3.98 GPA and then pulled wrenches for a local business. Two months into the job, he was the highest-priced mechanic in the shop. After he and Debby married, he began working on her family's farm.

"It's all I've ever wanted to do," he says.

Debby says that being a farmer is good for the seed business. Farmers like to know you're planting the seed you're selling.

Two years ago, Debby and Jim planted DS-4018AMXT. At 233 bushels, it was the best corn they'd ever seen in their area and a nice trust builder. They're also happy to have Enlist E3™ soybeans and, Jim says, "the best alfalfa."

Their biggest goal right now is to increase seed sales and



JIM COUGHLIN'S FOREARM "PINSTRIPE," A DAILY REMINDER OF HIS KIDS, GRANDKIDS AND THE DAY HE AND HIS WIFE, DEBBY, WERE MARRIED.



THREE OF JIM AND DEBBY'S EIGHT GRANDCHILDREN PONDER WHAT JIM MEANS WHEN HE TALKS ABOUT HAVING A STAKE IN THE BUSINESS.

keep building the business. They're cutting back on the farm. With their son having moved too far away to work there every day, and after 40 years of farming, the time feels right.

In the coming year, Jim and Debby intend to have the best products available at the most competitive prices for their customers.

Jim will continue to diligently educate customers about Dairyland Seed varieties. He wants farmers to think three things when they think of Coughlin: Those guys have the best seed; they're honest and fun people; and they're open, no matter what time it is.

His days of working on just four hours of sleep and the occasional 22-hour day are gone. He spends more time fishing than he used to. South Dakota is home to some big walleyes.

And then there are his three kids and eight grandkids, whom he literally can't forget. Their names are tattooed on his right forearm along with the day he and Debby were married.

"For 30 years I wanted a tattoo but didn't know what I wanted. Then I figured it out. I call them 'pinstripes.'"

The grandkids love the tattoo. One of the youngest regularly checks his arm when she visits to make sure her name is still there. When people ask him if he's going to expand it, he just smiles and points out that he has the space.

In other words, open for business.

Rewards Outweigh Risks for Summer Seeding Alfalfa

BY SARA HAGEN, FORAGE LEADER

Summer seeding alfalfa is an efficient and productive option for establishing a healthy alfalfa stand. It provides a great opportunity to further replenish historically low on-farm hay inventories by capitalizing on the yield potential of a full production year. After another season of widespread alfalfa winterkill followed by an uncharacteristically cool spring, planting alfalfa yet in 2020 may give your operation and your outlook the boost they both need.

REWARDS of summer seeding alfalfa:

1. Higher yield

- First full production year of summer-seeded alfalfa will be higher than spring-seeded alfalfa in its establishment year

2. Lower weed competition

- Annual weeds won't survive first winter frost
- Alfalfa will be able to reach canopy sooner than a spring-seeded stand

3. Lower root rot disease risk

- Soil temperatures are higher in the summer than in the spring



4. Less insect pressure

5. Flexible Manure Management

- Option to apply manure before the fall harvest of other crops

6. Reduced Spring Planting Workload

RISKS of summer seeding alfalfa:

1. Lack of moisture

Late summer drought, excessive heat, or dry spells could lead to poor germination and emergence

2. Early frost

Alfalfa could enter dormancy before adequate root development and increasing the potential for winter injury

3. Herbicide residual

Carry-over herbicide application could cause early seedling death or germination issues

RECOMMENDATIONS for successful summer seeding alfalfa:

1. Monitor existing soil moisture and weather forecasts when making your planting decision

- Follow the harvest of small grain cereal crops if the rotation fits

2. Ideal planting date range of August 1st – August 15th for majority of Dairyland Seed territory

- Earlier for North Dakota, Northern half of Minnesota and Michigan, and Northern third of Wisconsin
- Later for Northern half of Illinois and Indiana
- Allows for at least six weeks of growth before the first expected frost

3. Minimum-till or no-till systems to avoid soil moisture loss

4. A firm seedbed with seed placement from ¼ to ½ inch deep

- Optimize seed-to-soil contact for fast establishment.

5. Planting rate of 16-20 lbs/acre

Work with your Dairyland Seed representative to determine if summer seeding is right for your operation and be sure to ask about our summer seeding alfalfa program that lets you save money on our elite alfalfa genetics!

A Focus on Alfalfa: The “Queen of Forages”

BY BRANDEN FURSETH, NORTHERN REGION AGRONOMIST

Spring of 2020 offered a good opportunity to start new where conditions have been the worst, especially for the alfalfa crop. Even those with the toughest season in 2019 experienced great field conditions this spring and alfalfa planting moved along in a timely fashion. A cold Mother’s Day weekend threatened all crops, but most alfalfa remained resilient and first cuttings have been doing well.

how these alfalfa challenges brought out the best in people. Dealers and District Sales Managers demonstrated exemplary teamwork; working beyond overtime to shuffle extra product. I observed patience in challenging discussions and creativity in finding solutions together. Most impressively, I also saw customers turn to their trusted friends at Dairyland Seed when they needed a hand! Top-notch service is engrained in the identity of Dairyland

level that keeps livestock happy. The WET lineup brings industry leading disease tolerance and resistance to heaving through its branched root structure.

Dairyland Seed has focused on delivering premium alfalfa products for 65 years because it’s what cows desire. Today’s cattle rations are as fine-tuned as ever, but forages are still the foundation. While we typically use multiple forages in any given ration, nothing quite matches the niche of alfalfa on the farm. It offers excellent digestibility with consistency (and yield!) that is difficult to match with other legume forages.

Alfalfa allows for high dry matter intake at the bunk and few things can match its all-around nutrient density. The high protein content comes from an efficient nitrogen fixing system that also benefits crop rotations. Corn crops planted following the termination of alfalfa need little to no nitrogen fertilizer with proper management practices and our soils enjoy improved soil structure and reduced erosion from the dense, deep roots.

It has been a tough period of time for alfalfa production, but resiliency and performance prevail. After 65 years of experience with alfalfa, we know that it’s the “Queen of Forages” and we expect nothing different for years to come.



This progress is a much need reprieve for alfalfa producers in the Midwest. Excess moisture and harsh winter conditions going back to the fall of 2018 have compromised some stands while reducing the longevity of others. Most producers had to cope with these conditions at least once, maybe twice, in the past couple seasons. Its difficult to focus only on the factors which we can control, when those which are out of our control become so relentless.

At Dairyland Seed, we know that resiliency is the best way to combat Mother Nature. In my first year and a half as a regional agronomist, I saw

Seed, its who we are and its why all of us are here. We understand that simple things often lead to the best solutions; things such as listening to ideas, doing the right thing, and owning any mistakes.

We also know that good products can also combat Mother Nature when she is at her worst. Of course, there aren’t any completely weatherproof seed products out there, but our team of alfalfa breeders and agronomists deliver the closest thing to it. The Hybriforce products are the highest yielding alfalfa varieties in the marketplace, providing more forage in times of need at a quality



DAIRYLAND SEED



DAIRYLAND SEED
P.O. BOX 958
WEST BEND, WI 53095-0958

800.236.0163

DAIRYLANDSEED.COM

Update on Summer Field Days, Appreciation Banquets, and Dealer Meetings

Due to the current pandemic and various social distancing guidelines by state, Dairyland Seed has chosen to adjust our plans for summer events. While we still intend to continue with field days, Appreciation Banquets, and Dealer Meetings, these events will take on various formats to ensure safety for our employees and customers.

Field days are currently being scheduled and will allow for smaller crowds and appropriate distancing. We are offering multiple options for Appreciation Banquet formats such as small gatherings, personal visits, and virtual meetings. We are also altering Dealer Meetings into one day events with more locations and virtual options.

All of our events will abide by the social distancing guidelines for the area they are held in. We anticipate adjusting plans as needed throughout the summer.

For specifics in your area, please contact your local dealer or District Sales Manager.

dairylandseed@dairylandseed.com

DairylandSeed.com



[/DairylandSeed](https://www.facebook.com/DairylandSeed)



[@DairylandSeed](https://twitter.com/DairylandSeed)



[/DairylandSeed](https://www.youtube.com/DairylandSeed)