



DECEMBER, 2010

HAPPY HOLIDAYS!!

Well, it's about time to turn the page on 2010 and look forward to a new year! This past year turned out to be a very good year, almost a complete opposite of 2009, with a very nice growing season, off the chart GDU's, and a wonderful harvest of dry corn. We were blessed with a very nice corn crop and possibly our best soybean crop ever.

At Larson Seeds we went through some changes, as well. We have added a new bulk soybean facility for 2011, as well as a new employee. My son, Johnny, started working with us on March 1. With the addition of Johnny we now have three of us here at our dealership dedicated to serving your seed needs and giving you the best service available. We know the seed business is very competitive, and we will always strive to deliver the service you have come to expect with the **Dekalb** and **Asgrow** brands and **Larson Seeds**. We truly do respect and appreciate the loyalty that our customers have shown us through the years.

This year we are trying something new over the holidays. We are having a **Holiday Open House**, December 28th through December 31st. We will be serving lunch and refreshments each day!! Check inside this newsletter for details.

So, as we close out 2010, I would like to once again **thank** everyone for their support of my dealership, and wish everyone a great holiday.

MERRY CHRISTMAS
and
HAPPY NEW YEAR!!

Jack



STEVE' S CORNER

Hard to believe the end of the year is just around the corner and the winter season is about to begin and already seems long.

2010 was again a very unique year with higher than average GDU's and rainfall, along with another challenging harvest due to the extreme rains we received in late September. Fortunately, we were able to harvest dry corn this year, which definitely helped move harvest along once we were able to get rolling.

I would like to take this opportunity to "Thank You" for your continued support of Jack Larson Seeds, and look forward to working with you in 2011.

I wish you and your family a Very Merry Christmas and a Happy New Year!

HAPPY HOLIDAYS!
Steve

Off The RECKARD



Merry Christmas and a Happy New Year!

It is always the right thing to do this time of the year to take a step back and reflect on all that is important and wonderful in our lives. Most of us have had a good year with a bountiful harvest, the warmth of good friends and family and our health. However there are those among us that have had a challenging year and we reach out to you to say take comfort In knowing that you are in our thoughts at this Christmas time and the whole year through.

*I wish you all, Peace, Happiness
and Joy in this Holiday Season!*
Ken Reckard

The Product SPOTLIGHT

It has been an exciting year in the seed business, to say the least.

After starting full time March 1st, a lot of things have taken place. As a company, we are seeing some major changes with the introduction of Smartstax in corn hybrids and the addition of Roundup Ready 2 Yield Soybeans to our lineup. With the success that both Smartstax and RR2Y showed this past year, along with the new numbers coming out in 2011, it is safe to say we are heading in the right direction. At *Larson Seeds*, we are also going through some changes with the addition of our Bulk Soybean Facility.

With that said, I can say that I am excited to be involved in such a changing industry. It has been a pleasure to work with each and every one of you over the past year, and I look forward to working with each of you in the future. Your business and dedication to our dealership is truly appreciated.

HAPPY HOLIDAYS!

Johnny Larson



2010 Yield Contest Results!!

CORN	SOYBEANS
1 st Place (10 Bags Smartstax): <u>Wayne Pankonin</u> DKC 55-09 256.9 BPA	1 st Place (20 Bags RR2Y): <u>Jeff Pankonin</u> AG2330 75.5 BPA
2 nd Place (5 Bags Smartstax): <u>Jeff Pankonin</u> DKC 55-09 254.1 BPA	2 nd Place (10 Bags RR2Y): <u>Warren & Mark Pankonin</u> AG2430 74.4 BPA
3 rd Place (3 Bags Smartstax): <u>Juenemann Farms</u> DKC 53-78 252.2 BPA	3 rd Place (5 Bags RR2Y): <u>Jim & Brian Timm</u> AG2330 74.3 BPA

*Thank you to everyone
that takes time out of
their fall to allow us to
weigh our products on
your farm!*

JACK LARSON SEEDS

We invite each of you to stop out for our Holiday Open House. We will be serving lunch, beverages, and snacks on **December 28th - December 31st**. For anyone that wants to come out, we will be giving away **FREE STOCKING CAPS!!!** This is a great time to discuss any seed needs or to simply stop by for a bite to eat.

OPEN HOUSE HOURS:

Tuesday, Dec. 28 th :	8:00 a.m. - 5:00 p.m.
Wednesday, Dec. 29 th :	8:00 a.m. - 5:00 p.m.
Thursday, Dec. 30 th :	8:00 a.m. - 5:00 p.m.
Friday, Dec. 31 st :	8:00 a.m. - NOON



GROW With Us!!!



JACK LARSON SEEDS
20080 Magnolia Ave
Clements, MN 56224

Phone #'s

Jack Cell: 507-829-5189

Johnny Cell: 612-207-6542

Steve Cell: 507-828-3164