



GROW With Us!!!
JACK LARSON SEEDS



FALL , 2012

Welcome to the “FALL” edition of Grow With Us... As we stated in our last newsletter, after launching our website www.jacklarsonseeds.com earlier this year, we will be sending out 4 newsletters a year. We hope everyone has had a chance to visit our website. Our goal is to have our site containing the information you are looking for on a daily basis, making it a site that you will want to visit regularly. We feel that the website has delivered just what we thought it would; timely agronomic information, markets, weather, DTN news, and the latest from Larson Seeds. If there is anything that you would like us to add to the site, we encourage you to let us know. After all, this site has been built for our growers. We have access to everything that DTN has to offer, so we truly have a wealth of information at our disposal.

As we look at the 2012 growing season, “variability” would be a great descriptor.

- Early and nice planting conditions
- Heavy pounding rains in May leading to poor emergence
- Dry June and July months with hot temperatures and record GDU's
- Spotty and timely rains in August that made the soybean crop what it was!
- Warm summer and early fall temperatures that lead to a record early harvest and very fast drydown
- Very heavy test weights in corn that contributed significantly to our corn yields

For the most part, I think that growers would agree that we harvested a very nice crop considering the amount of rain we received this summer. As you will see inside this newsletter, our Larson Seeds Yield Contest had record yields in both corn and soybeans. However, our lighter soils that were stressed this summer definitely showed some lower yields.

Soybeans were definitely a nice surprise in most areas. Our Asgrow lineup is very strong and with 3 new beans being added to our lineup for 2013, I feel very confident that the Asgrow soybean portfolio is second to none. It wasn't that long ago that we were offering only a few soybean choices to our customers. Now we have 6-8 very solid choices for each and every grower!

In closing, I would like to remind everyone that with the early harvest, we will be calling everyone a little bit earlier this year in regards to their seed needs for 2013. This is a very good year to get that order in early so we can manage our seed supply to the best of our ability. Supply looks to be “alright” early. However, I think it will definitely tighten up as we go forward.

Thank you and enjoy the newsletter!

Jack

PS: Our 2012 Yield Book will be mailed within the next week!



STEVE'S CORNER

What's New For 2013

Genuity VT Triple PRO RIB (Refuge-In-Bag)

Responding to US corn farmers' request to simplify insect resistance management, Monsanto has recently received approval to offer the Genuity VT Triple PRO and 10% refuge seed to make crop planning, seed handling, inventories, planting flexibility, and refuge compliance much easier.

Dekalb Genuity VT Triple PRO RIB Complete offers dual modes of action for above ground insect protection and a single mode of action for corn rootworm protection, along with Roundup herbicide tolerance.

This, along with our wide selection of Genuity Smartstax RIB Complete products, gives you a large number of high quality RIB options for 2013.

New Dekalb and Asgrow Products for 2013

Corn

- DKC 42-42 —Genuity Smartstax RIB
 - 92 day maturity with very good yield potential for an early maturity.
 - Above average roots and stalks with a very good greensnap rating
 - Performs best on heavier soils. (DKC 42-43 in 2012 test plots)
- DKC 49-29 ---Genuity Smartstax RIB
 - 99 Day Maturity with excellent yield and drydown
 - Excellent roots and stalks with very good drought tolerance
 - Stood VERY well in high wind areas. (DKC 49-30 in 2012 test plots)
- DKC 53-56 --- Genuity Smartstax RIB
 - 103 Day maturity with top end yield potential
 - Improved Goss' wilt tolerance
 - Works well in corn on corn rotation
- DKC 57-76--- Genuity Smartstax RIB
 - 107 day maturity with top end yield potential.
 - Drydown very similar to DKC 55-09
 - Limited supply in 2013

Soybeans

- AG 1733
 - Mid group one maturity soybean with excellent standability
 - Can go on your challenging ground with very good IDC tolerance
 - Won numerous test plots in 2012
- AG 2433
 - Mid group 2 maturity soybean with excellent standability and yield
 - Matures earlier than AG 2330 and AG 2430.
 - Handles tough IDC soils very well

Take a look at all of these products in your yield book that will be arriving very soon!

Steve

Off The RECKARD



As the 2012 harvest winds to a close, growers' thoughts will begin to focus on what to plant in 2013. That decision quite frankly is a big decision to make. "Do I plant more corn or do I stay with the same corn/soybean rotation that I had this year?" "What hybrids and varieties from Jack Larson Seeds do I want to plant?" "What impact will supply have on what I want to plant in 2013?"

I will try to provide some of my thoughts on the supply issue:

Corn production in 2012 has been estimated by the USDA to be around 10.7 billion bushels (9-12-2012 NASS report). That is down 13 percent from 2011. Soybean production has also been estimated at 14 percent below 2011 levels. This is mainly due to the widespread drought that the Midwest crop production area has experienced this year and even in 2011. Nothing new here right, we all know this but how will this affect Monsanto's seed production and supply?

Even though overall production is down greater than 12% for both corn and soybeans, there is a lot of good news to tell you about our production and our supply. Yes, there will be challenges with supply but having good information will help in your decision making.

The Good News:

1. Our estimates for both corn and soybean seed production are coming in higher than first anticipated which translates into more supply.
2. A strong portfolio with a lineup of 8-9 corn hybrids and 5-6 soybean varieties that will fit most acres. You can confidently plant any number of our hybrids and/or varieties and have success. Planting a combination of hybrids and varieties has always worked the best.
3. Majority (90+ %) of our corn production is grown under irrigation.
4. We shifted a portion of our corn production to lower risk environments to reduce weather challenges such as moving acres from Illinois to Michigan. This proved to be very beneficial this year.
5. Outside of drought, our seed fields experienced minimal weather events such as high winds and hail.
6. We anticipate a 96 million acre corn crop in 2013 and have planned enough seed production to go beyond that amount of acres.
7. Higher than expected soybean yields in Minnesota has provided more soybean supply.

The News to be Patient with:

1. We will need to produce more seed in S. America this year due to the drought challenges. We will communicate the progress of the crop as we get closer to spring. Right now majority of the corn crop has been planted and I will be getting updates throughout the fall.
2. Soybean Seed Quality will be good. We harvested many fields with lower moisture than what we would have liked but with the equipment that we have, the damage to the seed will be minimal. Germination tests that have been conducted on seed so far have been acceptable. We may see lower germination seed but know that production is doing whatever they can to preserve the quality of your seed.
3. Continue to spread out your risks by planting several hybrids and soybean varieties. This strategy allows you to hedge against the stress that the corn /soybean plant comes under during the growing season. Whether it is pollination, disease or insect pressure and stress, planting a diverse package of genetics is a sound management practice.

To close, know that there will be seed to plant in 2013 and Jack, Johnny and Steve will work with you to provide the best products and service that you have come to expect from them. If you have questions regarding supply and quality don't hesitate to call me or send me a note. As always, it might be "OFF the RECKARD" but I will continue to discuss it with you!

Ken

2012 Yield Contest Winners!

CORN

- 1st:** Juenemann Farms (DKC 53-78)
270.3 B/A
- 2nd:** Wayne Pankonin (DKC 61-21)
262.3 B/A
- 3rd:** Walter Farms (DKC 61-21)
254.8 B/A

SOYBEAN

- 1st:** Pankonin Farms (AG2232)
80.2 B/A
- 2nd:** Lefty Coulter (AG2031)
79.1 B/A
- 3rd:** Frank Jackson/Brad Pankonin
(AG1832) 77.6 B/A

Larson Crop Insurance News

The most important information regarding Crop Insurance this time of the year are the deadlines that are approaching. Below are the key dates for Crop Insurance as well the key dates for your Seed Orders.



This year, more than others, is a great example of why you need to make sure that you are properly insured. We are seeing a large market swing from the Spring Price (\$5.68) that was set in February, compared to the Fall Price that is currently being set for the month of October. This increase in price can influence claims dramatically. If you have any questions regarding different coverage levels, options, or recommendations let us know. We will be glad to get you some answers.

Based on the positive feedback that we had in regards to our Winter Crop Insurance Seminar held at our warehouse last year, we will be holding the same meeting this winter. It is a great way to get your questions answered or to simply get caught up with the current news and programs. We will be sending out information on that at a later date! A reminder that if you think that you will have any claims, you should get them reported to your agent ASAP.

KEY INSURANCE DATES

October 31st—Premium Due Date

(must be postmarked by the 31st)

Nov 1st—Fall price announced

Dec 10th—End of insurance period

KEY SEED DATES

November 15th—8% early order cash discount

January 10th—6% early order cash discount

February 15th—3% early order cash discount



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