



December, 2011

Happy Holidays to everyone! Once again, the holiday season is upon us and it's a great time to say THANK YOU. At Larson Seeds, we truly appreciate everyone's support and confidence in our dealership and we will continue to go that extra mile to earn your business. THANK YOU!!

You will see inside this letter, information regarding our **2nd annual Holiday Open House**. We started this last year and it was a lot of fun. We look forward to making this a holiday tradition for years to come. As you will notice, we are going to be open Thursday evening for anyone who is unable to attend on one of our other days.

This year, as in every other year, we all have much to be thankful for. Our growing season gave us many challenges, but as much as we like to discuss weather, there just isn't much we can do about it. What we can do, as Ken refers to in his article, is try to manage risk to the best of our abilities.

I would also like to thank Nancy Faber who worked with Ken's dealers and specifically was involved with certain projects in our dealership. Also, this year we enjoyed having Evan Vanderwal working with our dealership. He helped us with planting and harvesting plots along with numerous other projects. Evan will be attending college next fall and is going to be in the agricultural field. We hope Evan has learned a few things that will help with his future plans. Thank you Nancy & Evan!

Once again, I would like to wish everyone a very Merry Christmas and a Happy New Year. I hope everyone is surrounded this holiday season by family and friends, and I wish everyone a very prosperous 2012.

Happy Holidays,

Jack

COVERAGE CORNER



What a year! As I complete my 2nd year in the seed business, it is safe to say that I have been flooded with knowledge from the past few growing seasons. As the agricultural industry changes, it is our job to “try” and keep up. I have been spending a lot of time getting involved in monitor calibration, mapping, seed treatments, and crop insurance. I believe that all of these tools are ways to maximize profits on your farms and help reduce *avoidable* risks. As we have learned the past few years, there are a lot of variables that we cannot avoid (moisture, temperature, wind, etc...) This means that we need to focus on the variables that we can (seed selection, treatment options, fertilizer, insurance plans, etc...) If I can assist you with any of the above, I would love to give help. If I can't find the answer for you, I can find someone who can!

Speaking of Risk Management; as most of you know, we just finished our first year in the Crop Insurance business. It has been very interesting to learn about the ever-changing Crop Insurance industry. We were very happy with how well the seed business and crop insurance business worked together. If any of you have any questions regarding crop insurance regarding your current policies or if you are interested in looking into a new policy, let us know!

I would like to **Thank You** for your continued support of our business. We appreciate the loyalty that each of you show year after year. We are always looking for ways to improve on our end, in order to give you the service that you deserve. I look forward to working with you all in the years to come, and wish you and your family a happy holiday season and a very successful 2012.

Johnny Larson



STEVE'S CORNER

With the recent mild weather, it is hard to believe that the holiday season is just around the corner.

2011 was another very unique year. From a late/wet spring to an extremely dry summer and fall, nobody would have guessed in early June that we would be harvesting dry corn this fall. The dry weather did make for a very quick harvest, other than the very difficult tillage conditions that everyone faced. Let's hope for some moisture between now and spring!

I want to “Thank You” for your continued support of Jack Larson Seeds. I appreciate the opportunity to work with you during the 2011 season and look forward to supporting you in your seed needs during the 2012 season.

My family and I wish you and your family the very best this Holiday Season and wish you a Prosperous New Year!!

HAPPY HOLIDAYS!

Steve



Off The RECKARD



Whew! Am I glad that's over... Well for the most part it is. The 2011 growing season I mean.

Recalling the weeks leading up to the 2011 planting, remember how optimistic we all were about what 2011 would hold for us? The fall of 2010 started out wet with all that rainfall coming just prior to harvest. Many fields were under water and we worried about the harvest. Then it turned almost perfect and harvest was completed without many problems. Winter provided us with above average amounts of snowfall so going into planting, we had adequate soil moisture.

Then April came with cold and wet conditions and May followed with much the same. Planting was delayed and in some cases, areas of fields were not planted at all. I don't recall a spring where we had such a challenge getting everything planted. As the eternal optimists we all are, we knew that the crop would begin to pull out of its slow start and as we headed into the later part of June, the crop really responded.

Now we all know the rest of the story, and at times during the growing season, I felt as if we were back in biblical times with plagues hitting us one after another. Devastating winds, dry weather, disease outbreaks and the clincher, a frost so early that most of the soybeans were impacted. It was almost enough to roll over and have the referee slap the mat and yell "Your Pinned" But again, you know the rest of the story and the fall turned terrific for harvest and we harvested a good, albeit smaller than we wanted, crop after all!

So what can we learn from this years crop?

The first thing that I would say is that there are few good learning's from this years' crop. It is hard to compare hybrids without adding an asterisk beside with comments stating that the area was flooded, or it was planted in wet mucky soil, or that the frost reduced the yield by 7-9 bushels.

What I can tell you is that...

Risk Management is the first and foremost tool that you need to continue to sharpen in the coming years. With the volatility of crop prices, and the unpredictability of the weather, protecting yourself is the best learning you can take away from 2011.

Be Innovative is something that you can also do. Agriculture is constantly changing and new products and management techniques are coming faster to the forefront than ever before. Seek out these new and innovative ideas and trial them on your farm. Some may work while others may not. The only way that you will know for certain is if you have an on-the-farm experience, on your farm.

Being Flexible with your plans is another great learning we can take from 2011. The weather is very unpredictable which can lead to headaches for all who work to put in a crop. This will be especially true for this spring when trying to get all of the nitrogen applied!

Finally, relying on Jack Larson Seeds to help with your farms' profitability is also a great learning tool but not just from 2011. Jack, Steve and Johnny know our products and they know how to position those products on your fields for the best potential. Rely on them!

Have a wonderful Christmas with your friends and family. I look forward to seeing some of you at Jack's appreciation days after Christmas!

And as always: *It is... OFF THE RECKARD*

Ken Reckard TSM

2nd Annual Holiday Open House!

We invite each of you to stop out for our 2nd Annual Holiday Open House. We will be serving lunch, beverages, and snacks December 27th thru December 30th. New for this year will be a drawing for a new **Keurig Coffee Maker**! Also an addition this year, we will be serving delicious **Smoked Alaskan Salmon** to go along with the rest of the food being served! This is a great time to discuss any seed needs or to simply stop by for a bite to eat and to socialize. We are going to extend our hours on Thursday evening for those of you who do not have an opportunity to come during the day.

OPEN HOUSE HOURS:

Tuesday,	Dec. 27 th :	8:00 a.m. - 5:00 p.m.
Wednesday,	Dec. 28 th :	8:00 a.m. - 5:00 p.m.
Thursday,	Dec. 29 th :	8:00 a.m. - 8:00 p.m. **
Friday,	Dec. 30 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