



GROW With Us!!!
JACK LARSON SEEDS



MARCH, 2011

Welcome to the March edition of "*Grow With Us*". Needless to say it's been a long winter and there has been more than enough snow to move around! We have been busy at ***Larson Seeds*** receiving seed, attending winter meetings, and recently we have started treating soybeans. We have had some very interesting meetings this winter discussing new products. The pipeline is full of many ***new and exciting*** products in both ***corn and soybeans***. We will once again be planting these new products in the majority of our plots this growing season.

There has been a lot of discussion on ***precision farming*** or ***variable rate planting*** at these meetings. I think as we move forward a few years, you will hear more and more about fitting your plant population to your soil types and yield goals. ***Monsanto*** research shows that while using variable rate planting with our existing hybrids, we are able to capture just under an ***8 bu. Yield advantage***. With that said, I think that it is something that we need to look at going forward.

Inside this letter I think you will want to check out Ken's ***Off The Reckard*** and make yourself aware of the application process for a new grower ID number. This is something that will have to be done by ***July 31, 2011***. We will be talking to everyone as we deliver seed this spring to answer any questions you may have.

We also will be planting numerous plots again this year and anyone who would like to have a plot let us know we can help you out, we will try to supply you with plot seed on our newest genetics. Thanks again and enjoy the letter.

Jack

Off The RECKARD



Growers,

Once again we are looking forward to a great spring and all that it holds for us. I would like to make you aware of two items with one action item on your part.

FIRST:

You may have heard the news last month that the USDA authorized the resumption of the sale and planting of Roundup Ready® alfalfa. This is great news for farmers and it is just in time for spring planting. This action gives you the choice to enjoy the benefits of Roundup Ready alfalfa, including superior crop safety and high-quality yield opportunity.

There are two varieties available in small quantities:



DKA34-17 RR a Fall Dormancy 3 alfalfa with exceptional winter hardiness

DKA41-18RR a Fall Dormancy 4 variety with excellent winter hardiness. It provides exceptional quality and yield potential

SECOND:

You know that our pipeline is just full of new traits like, drought tolerance crops, nitrogen efficiency use technology, higher yield and much more. To make sure that you have access to the current technologies and the wave of things to come, we need you to renew your **Monsanto Technology Stewardship Agreement** (MTSA) as soon as you can.

*(If you have renewed your MTSA recently (within the last year you need not renew again)
Check with **Larson Seeds** or call **Monsanto** to be sure. Thanks)*

Here are the options for you to relicense:

1.) On-Line License Renewal:

- Visit the Monsanto' website for license renewal.
- Complete the license renewal process electronically.
- The site is available 24/7, providing greater accessibility to you
- The website is www.renewmtsa.com. It is accessible on www.Genuity.com under "Stewardship/Licensing."
- Keep your current MTSA number handy to prevent duplicate account creation.
- It uses DocuSign. The leading electronic signature solution for securing your data.

RENEW

***Note:** This is **only** for growers wanting to **renew** their license. The grower will be required to enter their license number to renew on-line. This site is **not** for new growers.

2.) eMTSA:

- Renew by phone and email.
- Call 1-800-ROUNDUP (1-800-768-6387), Option 3.
- Fast, simple, secure process with "electronic signature" by grower via your computer.
- Only takes 15-30 minutes.

3.) Paper:

- Renew by 3 part paper version:
 - White copy-submit to Grower Licensing
 - Yellow-Larson Seeds
 - Pink-you keep.
- Can be completed in 7-14 days.
- See Larson Seeds for the paper copy.

Thank-you again for your business and the trust you place in **Larson Seeds**. It won't be long until we are in the fields so if there is anything that I can do, don't hesitate to call or email me.

And as always everything I say is . . .

OFF THE RECKARD

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The Product SPOTLIGHT

The "Product Spotlight" for this issue is going to focus on Acceleron Soybean Treatment. As soybeans become a more complex seed, the importance to protect your seed investment becomes more critical. As a dealership, we offer three different levels of treatment.

1. **Acceleron Complete** (Fungicide + Insecticide + Harpin Proteins)
This treatment offers the most modes of action to protect your soybeans. It includes DX-109 (Pyraclostrobin) and DX-309 (Metalaxyl) as fungicides, DX-409 (Imidacioprid) as insecticide, and Harpin as a Plant Health Regulator.
** This is the same treatment that ALL Roundup Ready 2 Soybeans were treated with last growing season.
2. **Acceleron Plus** (Fungicide + Insecticide)
The same treatment as Acceleron Complete, excluding the Harpin Protein
3. **Acceleron Fungicide** (Only Fungicide)
Seed treatment includes both DX-109 and DX-309 Fungicide Treatments

A lot of growers have wondered what Harpin Proteins consist of, and what they can bring to the table in Seed Treatments. The Harpin Protein offers farmers in-season benefits. Some of these benefits include suppression to pests like Nematodes and other yield-reducing diseases. It is a specific type of protein that protects the plant, while promoting growth.

According to trials from *Monsanto*, as well as trials from *Larson Seeds*, we have seen a **2 - 4 bushel advantage** when comparing Treated Seed (Acceleron Complete) v. Untreated Seed. With that said, I feel that it is a ***very important*** investment to consider in order to get the ***most return per acre*** on your farms.

Johnny



STEVE'S CORNER

What's Happening at Jack Larson Seeds?

Other than moving snow, which seems like we are doing every other day, "I'm sure we have all had about enough snow for the year!"

Seed corn deliveries have been coming in for the upcoming planting season. At this time we have received the majority of hybrids and it appears that all hybrids will be here in plenty of time for the upcoming season, other than a few refuge hybrids being a little difficult to get.

On the soybean side we currently have all but one of the new bulk tanks filled, we are also starting to receive the other non-bulk varieties.

The treating system is all in place and the scale which is located above the seed treater has been state certified. We have recently been doing some final set up with running of chemical lines, air lines, and some adjustments to our re-bagging operation. We have just this week started to do some pre-season treating and so far everything appears to be going very well.

Let's hope that this long winter ends soon and we can start to **THINK SPRING!**
Steve



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