



August, 2011

Welcome to the August edition of “*Grow With Us...*” First of all, I would like to thank everyone who stopped by the Monsanto booth at Farm Fest this year. It appeared that we had a good percentage of Larson Seeds customers that attended and I hope that everyone that was there enjoyed the show!

Well, after the late spring that we experienced we have been blessed with some warmer than normal temps. As you can see on our weather corner on the back page of this newsletter, our year to date GDU's are looking pretty good; even with our later planting dates. Lets hope that the warm weather continues and I think that we will be pleasantly surprised when we harvest this crop. Overall, I think that the crop is coming along quite well, except for the areas that were impacted by the July 1st storm, along with the areas that suffered major flooding with the heavy rains in June. We saw quite a bit of replanting in those areas into early July.

As some of you know by now, we started offering Crop Insurance this spring through our dealership. We are selling Crop Insurance under the name “*Larson Crop Insurance*”. We had been giving this some thought for a few years and with the encouragement of some of our customers, along with Monsanto, we decided to start offering insurance this year. We are very excited to be able to offer this service to our customers and we are seeing that it seems to fit very well with our seed business. Check Johnny's article out in this issue to learn more about “*Larson Crop Insurance*”!

In closing, I want to remind everyone that as always we will be conducting a field day at the Sanborn location (August 25th-all day) and our Rib Eye appreciation dinner at our home location on the evening of Thursday, September 8th. Look for more details in this newsletter and we will be sending out reminders as these dates approach. Enjoy the Newsletter!!

Jack



STEVE' S CORNER

KEY DATES TO REMEMBER!!

Thursday, August 25th 11 AM-8 PM Plot Day at the Sanborn Corners Test Plot located on the NW Corner of US Hwy 14 and US Hwy 71 Intersection.

We will be grilling burgers with all of the trimmings along with giving away numerous door prizes including a NEW WEBER GRILL!! We will be doing our 2nd annual Visual Yield Contest for everyone that shows up, with the winning entries receiving prizes, including free seed for 2012!



Please feel free to stop by at any time throughout the day to check out the latest hybrids and varieties including: The new "*VT TRIPLE PRO*" corn hybrids, soybean treatment tests, population tests, etc..

Thursday, September 8th 5PM-?? Customer Appreciation Steak Fry at Jack Larson Seeds Warehouse. Located 1 mile east of HWY 71 on Cty Rd 4 then 1 mile north on Magnolia Ave.

We will be serving a Rib-Eye steak dinner with all of the trimmings prepared by the cattlemen. We hope that everyone can attend and enjoy the evening! Company representatives will be available to answer any questions!



WEATHER CENTER



Below is a summary of the weather so far this growing season. Please note that we used a planting date of May 1st in 2010 and a planting date of May 10th in 2011 when comparing GDU's.

JUNE

Average Temp: 68
High Temp: 99 (June 7th)
Low Temp: 51 (June 1st)
Total Precip: 3.64"

GDU's

June 2011: 564
June 2010: 544
June 2009: 500

JULY

Average Temp: 77
High Temp: 96 (July 18)
Low Temp: 59 (July 13)
Total Precip: 2.5"

GDU's

July 2011: 806
July 2010: 716
July 2009: 580

GROWING SEASON GDU'S

2010: May 1st- August 8th : 1818 GDU's
2011: May 10th-August 8th: 1805 GDU's

COVERAGE CORNER



As my Dad stated, we decided to get into the Crop Insurance business. With the Crop Insurance industry changing as fast as the agricultural world, we felt that in order to provide the best seed decisions for you, we needed to understand the Crop Insurance end of it. We also felt that providing Crop Insurance along with seed, could be a great service to you as a farmer. We want to make it very clear that we are not asking any of you to switch your current insurance arrangements, but if you are looking for a change due to whatever circumstance it may be, we have crop insurance available.

Our Agency:

When we started looking into getting an agency license, our main concern was to find a provider that had BYA (Biotech Yield Assurance) available, that company was ARMtech (Ag Risk Management Technologies). ARMtech works with Monsanto as one of the only providers of BYA in the insurance market. Nearly every Crop Insurance Provider has MPCl and Crop/Hail coverage available, but not every provider chooses to offer endorsements such as BYA. We want to make sure that you have the opportunity to maximize your insurance opportunities. The BYA endorsement gives you a 10% yield boost for using Smartstax corn or RR2Yield Soybeans. Most of you are already using the qualifying Smartstax hybrids and RR2Yield varieties, so it is a very easy way to increase your revenue guarantees without changing your farming practices! Like the Seed Business, Crop Insurance is an ever-changing industry, so we lined ourselves up with ARMtech because they are on the forefront of the industry.

Our goal at Larson Crop Insurance is to provide Crop Insurance policies that are as convenient and hassle-free as possible. We feel that having access to your Insurance Policies as well as your Seed Invoices should make your life as a farmer much easier. At our upcoming field days and appreciation days, we will have a few representatives from ARMtech around to meet some of you and help answer any questions.

We are very excited to get into the Insurance industry and look forward to learning alongside each of you. "Coverage Corner" will continue to show up in future newsletters and will include some insurance information (deadlines, pricing guarantees, plan information, new products, etc...). As always, if you have any questions, do not hesitate to let us know!

Johnny



Ag Risk Management Technologies



Growing Knowledge®

Evaluating Field Plots

During this time of year, field plots are fairly distinguishable from the road. The differences in tassel color in the corn or varying shades of green in a soybean field delineate corn and soybean products. As we get out and examine field plots, there are a few things to evaluate as we try to obtain useful information that can impact management decisions for next year.



Examine the Field Plot Itself

How is the field drainage from end to end? Is there a change in soil type across the plot? Plots may show huge field variation from one end to the other. It is possible that the first few entries are located in better part of field, showing respectable yields compared to last few entries where yield levels falls off drastically.

Plot size also plays a role in the analysis of field data. For example, what about a plot that includes over 55 entries? Should entry #3 be compared with entry #55? Is this a fair comparison due to the distance between entries? As it turns out, the variation between these two

plots needs to be accounted for in the statistical analysis after harvest. Several "check" hybrids/varieties should be included throughout the plot. It is also important that proper statistical analysis is carried out so that good data can be evaluated.

Evaluate Multiple Locations and Field Scenarios.

Data from a single plot location near your farm is only one snapshot of performance, and it will not provide a complete picture of hybrid potential. Hybrids may yield well at one location and poorly at another. Weather, insect pressure, and fertility are just a few variables that can affect hybrid performance across locations. The key to developing quality performance information is the amount of data collected. More data means a better estimate of the product potential over a wide range of environments and other outside variables.

Shouldn't the Best Corn Always Win?

Even if a product is truly superior, it will NOT win every plot every time. Industry-leading products typically win 60 to 65 percent of head-to-head comparisons. Therefore, do not get discouraged if a product you were counting on doing well is not winning every trial. At the end of the season, take all your trials and focus on the big picture to determine what products truly performed better than the competition.



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