



**JACK LARSON SEEDS**



## Holiday Edition, 2012

Welcome to our Holiday Newsletter 2012. Here at Larson Seeds we have been very busy since the completion of harvest with sales calls and also receiving seed. This year we have had a fair amount of seed shipped a little earlier than normal, it's nice to have it in our warehouses since we assume that seed will get a bit tighter closer to spring.

As we reflect back on 2012 it was another year that we would consider far from normal, I'm beginning to believe that "Normal" is just an average of extremes and the past few years have been good examples of those extremes. 2012 saw an early planting season with some heavy rains that caused a few emergence issues, as we moved into summer we saw warm temps that gave us GDU's that were ahead of normal which moved our crop development along rather rapidly, unfortunately at the same time we weren't receiving much rainfall either! However, for the most part our sales area received enough timely rains to allow us to harvest a pretty nice crop. As we watched the reports from our neighbors a little further south in the Corn Belt we felt pretty fortunate to have the crop that we had!! Once again our dealership harvested a large amount of test plots and side by sides. We truly appreciate those customers that allow us that opportunity on their farm year after year. 2012 also saw the Dekalb and Asgrow brands maintain their consistent performance that you have come to expect on your farm.

We are also just finishing up our second full year in the crop insurance business, DBA Larson Crop Insurance. We have been growing in this area and have been pleasantly surprised how well that fits with our seed business. This year Steve completed his necessary training to becoming an agent so all three of us are now licensed.

Lastly we lost a mother and grandmother (Lorraine) in August. Many of you knew her personally and others would see her at our RibEye Dinners with her friends from Redwood Falls. She so enjoyed to visit with everyone. Her and my father moved onto the site of our dealership in the 40's and as she told me many times even though she moved to town in 1999 she never really left the farm. She would constantly call and see how much rain we had and worry if the crops were suffering. Even at 88 she could argue with the best of them as a strong proponent of agriculture, she will be missed....

In closing I would like to THANK everyone for their support and confidence they have given our business again this year and we will always strive to give you the very best in service that you have come to expect from Larson Seeds.

Thanks Again and HAPPY HOLIDAYS

*Jack*

**\*\*\*Hope to see you at our open house Dec 27-28-29\*\*\***

## Larson Crop Insurance



As we close up 2013 and look forward to 2014, we have a lot to be excited about. We have a great supply of seed moving into 2014 with new numbers being introduced in both the **Dekalb** and **Asgrow** lineups!

In the Crop Insurance world, ARMtech is introducing **APCO** (Added Price Coverage Option) for 2014 policies. APCO allows the insured to add up to 20% buy-up on the Spring Price. For example, if the Spring Price is set at \$5.00, APCO allows the insured to add 20% to that price, bumping it to \$6.00 on the policy. Based on early feedback, there is a lot of interest in this product.

We will be hosting our annual "Crop Insurance Update Meeting" again in **January** to help answer any questions you might have before making your final decisions by **March 15<sup>th</sup>**. We will cover APCO, Weather Insurance, the Farm Bill, and any other questions that you may have. In the meantime, feel free to contact us with any questions you may have! I hope that you all had a great 2013 and we can work together to make 2014 even better. Thank you all for your support of our business. I hope to see you at the Holiday Open House!

*Johnny*

## From the Agronomy Desk



In this month's agronomy update I'm going to keep it short and simple and focus on what's most important during this **Holiday Season**, and that's family and friends. As we finish up crop plans and finalize where we are placing our hybrids and varieties let's make sure we reflect on 2013. We may not want to dwell too long on it as it was quite the season, but let's remember those who helped us along the way. We spend many hours in the field or in the office working, so make sure in the last few weeks before the New Year you find time to spend with the ones that matter most in your life. Believe me, we'll have time to talk agronomics this winter when we are all sick of relatives and looking ahead to Spring 2014, but for now enjoy the time off and relax!

Lastly, I want to say "Thank You". Thanks for your business, and most importantly thanks for your dedication and involvement in Agriculture.

Merry Christmas and Happy New Year

Greg Haubrich  
Technical Agronomist DEKALB/Asgrow





## STEVE'S CORNER

With the recent drastically cold temperatures it definitely feels like winter has set in to our area.

We are all wondering what it would be like to have a so-called normal growing season. 2013 was once again unique with some areas being cool and wet after planting, followed by very little precipitation and cooler than normal temperatures throughout the summer, and a large portion of our area being hit with hail in mid-June! The cooler temperatures definitely helped pollination, but also brought on concerns if the later maturity hybrids would finish before a frost, which fortunately they did.

**"Thank You"** for your support of Jack Larson Seeds and I look forward to working with you in 2014.

At the close of another year, we gratefully pause to wish you and your family a warm and happy holiday season.

Merry Christmas and Happy New Year!!

*Steve*



I want to wish everyone a **Merry Christmas** and a **Happy New Year!!!**

I started with Jack Larson Seeds in March and made it through my first year of planting and harvesting, Sanborn Plot Day, and the Appreciation Dinner. I got to see so many of you and your families and it's been fun to "reacquaint" with neighbors and to meet customers that I had not met before.

I hope you can all be close to your family and friends during the Holidays.

See you at the Holiday Open House!!

*Laurie*

## **4th Annual Holiday Open House!**

We invite each of you to stop out for our **4th Annual Holiday Open House**. We will be serving lunch, beverages, and snacks **December 27<sup>th</sup> thru December 30<sup>th</sup>**. Once again, we will be giving away a **Keurig Coffee Maker**! Most importantly, back by popular demand is the **Alaskan Smoked Salmon**. We will again offer both King Salmon as well as Sockeye Salmon for you to enjoy. 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 Friday evening for those of you who do not have an opportunity to come during the day.

### **OPEN HOUSE HOURS:**

<u><b>Friday,</b></u>	<u><b>Dec. 27<sup>th</sup>:</b></u>	<b>10:00 a.m. - 8:00 p.m.</b>
<u><b>Saturday,</b></u>	<u><b>Dec. 28<sup>th</sup>:</b></u>	<b>10:00 a.m. - 3:00 p.m.</b>
<u><b>Monday,</b></u>	<u><b>Dec. 30<sup>th</sup>:</b></u>	<b>10:00 a.m. - 5:00 p.m.</b>



***GROW*** With Us!!!



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