



***grow* With Us!!!**
JACK LARSON SEEDS



SPRING 2013

Welcome to our Spring Edition of our *Grow With Us* Newsletter. It appears that our planting season will be a little later than last year when we were experiencing record temps at this time! At **LARSON SEEDS** we have been busy treating seed along with getting in remaining seed so the sorting process can start and delivery to our customers is just around the corner!! As many of you have heard, seed supply has been tight industry wide. This is due primarily to the challenging growing season we experienced last summer. Overall, our supply looks pretty good. However, we are anticipating on being a little short on a couple of our numbers. It is something that appears manageable. In the Dekalb brands we offer almost **40 hybrid choices** in our sales geography with another **7 new hybrids** being offered for the **2014 growing season** in our area alone. With this many numbers, I think it is inevitable that we will be short some hybrids every year. I realize in the perfect world we would never be short a hybrid. However when you look over the bigger picture, it is just something we will have to manage as we go forward. When I started my dealership 17 years ago we offered 3 hybrids for sale in our area! With that being said, we will have a good supply of Top Selling Hybrids for any in-season needs our customers will have this spring!

Something new this year in our dealership will be the addition of a Precision 20/20 Monitoring System for our test plot planter along with yield mapping capabilities for our combine. We are very excited to be adding this to our plot data that we will be able to share with our growers after harvest. This information will give us a clearer picture of how our hybrids perform over variable soil types as we harvest our plots and side-by-sides, versus just having a yield number on the end of the plot. We will keep you up to date as we move forward with this project!

You will see inside this issue that we have added another part time employee, my sister Laurie Fox. She will be working about one day a week and will be given the task of keeping our bookkeeping more up to date, and just keep our day-to-day business more organized. I am looking forward to keeping things updated as we go through our busy seasons!

We will be in touch shortly regarding delivering of your seed and wishing everyone a safe planting season.

Jack

Off The RECKARD



Planting is literally around the corner and with the warmer days upon us, last minute planter checkups are important before your planter enters that first field of corn. With our collaboration with Precision Planting, all of us have become even more of an expert on making sure your planter is in top shape. Remember, most of us will only get 40 -50 attempts to get the planting right in our life time! Checking your planter first, improves your odds!

Here are ten of the most important tips that you can do now to get your planter ready . . .

1. Level the Planter

Check your hitch height to make sure the tool bar is level and running vertical or slightly up hill. When planters tip down, the coulters run too deep and the closing wheels run too shallow.

2. Check the Bushings and Parallel Linkage

Worn out bushings will increase your row bounce. When standing behind the row unit, wiggle it up and down and back and forth to make certain things are tight.

3. The Drive System

Check every chain. Chains that are kinked will cause shock and vibration in the meter. Start with fresh, lubricated chains and check them daily. Inspect all, transmission chains, meter drive chains and insecticide box chains.

4. Calibrate the Corn Meters

Calibrated meters can add six or more bushels per acre. Take your meters and samples of your seed to a certified MeterMax representative to gain an additional 2, 4 or more percent accuracy

5. Double Disk Openers

Make certain that there is good contact between the double disks. Slide a business card from the top down along the front of the disks until the card won't lower any further. Mark that spot with chalk. Then, take the card from the back and slide it forward until it stops. Mark that spot and measure the distance between the two marks. If it is less than two inches, replace the disks. Your disks should be more than 14.5" in diameter.

6. Seed Tubes

Inspect the seed tubes for wear at the bottom. If you find a small dog ear type flap on the left side, replace the seed tube. This flap will cause your seed to tumble and reduce the proper placement in the furrow.

7. Closing Wheel

You have two options when it comes to a closing wheel. When planting in moist conditions, consider running a spike/spoke wheel on the one side and a rubber wheel on the other. The spike wheel will loosen the soil along the sidewall and the rubber wheel will close the seed trench.

8. Closing Wheel Alignment

With your planter down and setting on a hard surface, pull ahead about five feet. Check the mark that the disk openers have left. That mark should be right down the center between the closing wheels. Adjust as needed to center the closing wheels.

9. Row Cleaners

Especially with corn on corn, setting your row cleaners is very important. Make certain that the row cleaners gently sweep away the residue not the soil! While you are planting, the row cleaners should not be turning constantly. They should turn sporadically especially through areas of heavy residue.

10. The Use of Seed Firmers.

Seed Firmers can improve seed to soil contact in the seed trench. They set the seeds to the bottom of the trench which will improve moisture absorption and emergence. They tend to work in drier and lighter soils and can be adjusted out of the way when in fields are sticky.

These are only suggestions, but albeit important ones before we start planting. You will get your crop off to an even better start with a little planning. Good Luck this spring and as always, it is Off the Reckard!!



STEVE'S CORNER

Spring planting season is approaching very quickly even though the colder than normal temperatures make it hard to believe. I would like to mention a few products we have available for 2013:

Jumpstart LCO – is a seed applied corn treatment that is a combination of two proven technologies, **Penicillium balai** to improve phosphate availability to the corn plant (we have seen this product work extremely well especially in a corn-on-corn rotation), and **LCO promoter technology** increases root and shoot development in the early growth stages.

Benefits include: Improved plant health, larger roots and enhanced shoot development, yield increases, improved phosphate availability.

Rachet – **LCO Promoter Technology** for foliar application for both corn and soybeans. **Rachet** is compatible with post emerge pesticides and foliar applications including glyphosate herbicides, so no additional passes required to apply this product.

Benefits include: Larger leaves for improved photosynthesis which enhances plant growth, earlier canopy closure to conserve soil moisture and reduce weed pressure, a healthier plant for improved stress tolerance and yield performance.

Please check back at our 2012 Yield Book for yield data on these products. Give us a call for more information and details on both **Jumpstart LCO** and **Rachet**. Have a great Spring!!! STEVE

Larson Crop Insurance



I hope that all of you have had a great winter; I am ready for some warmer weather! By now, you all have made your Crop Insurance decisions for 2013, the Spring Prices have been set, and for everyone with **Revenue Protection** policies, your dollar per acre guarantee minimums have been locked in.

SPRING PRICES
CORN: \$5.65
SOYBEANS: \$12.87

A few questions that I have received this year are about the price fluctuations from spring to fall as well as what premiums to expect.

What happens if the price goes up this fall, like it did last year? With your **Revenue Protection** policy, you get the **HIGHER** of two prices. If the Spring Price is \$5.65 and the Fall Price is \$7.00, you get the higher of the two prices for your guarantees, in this example, \$7.00.

If the price goes up, what happens to my premium? Premiums are set in the spring and are reflected based on the Spring Price. If the price goes up from spring to fall, your premiums will not go up. In fact, for most quotes that I have run this year, most premiums have been lower than last year.

If any of you have questions regarding your policies, do not be afraid to talk to your agent. That is what we are here for! We had a great turnout to our Crop Insurance Update Meeting in January and we will continue to do that in the future. It never hurts to get a refresher before the season.

I look forward to seeing you all this spring!

JOHNNY

INTRODUCING . . .



HAPPY SPRING!!!!

I'm very excited to be "Back on The Farm", so to speak, helping out at Larson Seeds and learning more about today's farm and seed business. As most of you know, Jack and I were raised on this farm site and it's nice to be back working here. I already know a lot of you, and hope very soon to be able to introduce myself to anyone I have not met. I retired from my job as Court Reporter last August, and helping out here certainly fits into my new schedule!!

Have a safe planting season!!!



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