



SPRING 2014

Welcome to our Spring Edition of our "Grow With Us" Newsletter. **YES**, Spring will be here soon despite our long winter. Everybody is ready for warmer weather. At **Larson Seeds** we have been treating soybeans and sorting seed. We are delivering seed and are contacting everyone to visit about getting their seed to them in a timely manner.

Inside this newsletter you will see a small article from Evan VanDerWal. Evan has been helping us here at Larson Seeds for the last couple of years when it has worked with his schedule. We feel fortunate that he has decided to be here more this summer and his main purpose will be scouting our growers' fields throughout the summer. Evan will be a good addition to our staff this growing season.

You will also see a promo piece on **Ratchet**. We have tested **Ratchet** the past two seasons in our plots and seeing very nice results. This past season we distributed about 25,000 acres throughout our dealership and growers seem to see a nice benefit.

In early December of 2013 **Monsanto** signed an agreement to partner with **novozymes**, who is the parent company of **Ratchet**, **JumpStart**, and **TagTeam**. We have had good success with these products the past few years and I think with **Monsanto** and **novozymes** working together it gives these products a lot of credibility!

In closing, I hope you enjoy the newsletter and let's have a **Safe Spring** and a **Fantastic Growing Season!**

Jack



STEVE'S CORNER

Ratchet™

Ratchet by novozymes is a foliar applied LCO promoter technology for corn, soybeans, and alfalfa. **Ratchet** improves the photosynthesis and increases sugar production, enhances plant's nutritional capabilities and plant growth and improves stress tolerances and yield performance. **Ratchet** is compatible with most post applied spray programs. **Ratchet** averaged a 3.75 bu advantage in over 30 trials at Jack Larson Seeds in 2013, and a 1.6 bu advantage on soybeans.

Generate FOR CROPS

Jack Larson Seeds does now have "Generate" by Agnition available for the 2014 Season! Generate is a microbial catalyst that liberates nutrients for healthier soils and crops. Increase crop performance and yield through a greater uptake of nutrients like N-P-K, Sulfur, and Zinc by 5% - 30% more vital nutrients available to the plant to withstand stress and produce faster emergence, better roots, and thicker stalks for maximum yield. Generate is 100% compatible with liquid fertilizer, herbicide, fungicide, insecticide or water and can be applied both in furrow and foliar.

Ratchet™

RETAIL **\$3.95/acre**

\$3.45/ acre -- If Delivered By June 1!!

Generate FOR CROPS

RETAIL **\$12.50/acre**

\$11.50/acre – If Delivered By June 1!!

Larson Crop Insurance



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As the sales closing date has now passed, all of you have made your 2014 Crop Insurance Decisions. You will see the Spring Insurance Prices listed below. This time of year there are a few important things to remember regarding Crop Insurance. If you have a situation that requires a replant, make sure to contact your agent BEFORE you plant. This will allow the claim to get processed very easily. It is also important to make sure that all of your production has been reported to your agent. This needs to be done by the end of this month (April 29th). Many questions have come up regarding premiums. Premiums, on average, have gone down from last year due to the lower commodity prices. Just a reminder that premiums are set in the spring and will not fluctuate based on the fall prices.

SPRING CROP INSURANCE PRICES

CORN: \$4.62

SOYBEANS: \$11.36

This time of year there are a lot of questions regarding weather (Ground Temps, GDU's, etc.). You can always find the up-to-date ground temperatures on our website (www.jacklarsonseeds.com). We have a probe at 4" and 10". As of this morning, April 15th, the 10" level was 32 degrees and the 4" level was 38 degrees. It is recommended to plant corn with a minimum ground temperature of 50 degrees.

As soon as corn is in the ground, it is important to track GDU's (growing degree units) to give you an idea of how close your corn is to mid-pollination and black layer. In order to figure out GDU's on a daily basis, there is a simple formula. All you need to do is look at the high and low temperatures of the day and insert them in the formula below:

$$\frac{(\text{High Temperature} + \text{Low Temperature})}{2} - 50 = \text{Daily GDU}$$

For example: If the High Temperature of day is 80, and the Low Temperature of the day is 60... Add the high temperature and low temperature to get a total of 140. Divide 140 by 2 to get 70. Subtract 50 and you get 20 GDU's for the day. We will be updating our website weekly with a GDU report. In the seed guides you will find GDUs to mid-pollination and GDUs to black layer.

With that said, I look forward to seeing everyone soon! We have been busy delivering corn in preparation of the warm weather coming next week. I expect the ground temperatures to rise fairly quickly with a few days of warm temps. Just a reminder that if you need anything in-season or if there is anything that we can do to help out this spring, let us know!

Johnny

GREETINGS!!!!

To some I'm a familiar face here at **Larson Seeds**, but to others I may be a new one. To those of you I haven't met yet, I look forward to meeting you. I have helped here at **Larson Seeds** for the past several years with the test plots, seed treating, and many other aspects of the business. I graduated from Springfield High School in 2012 and am currently finishing my second year of college at Iowa State University studying Agronomy.

I am excited to spend the summer here at **Larson Seeds** scouting and monitoring fields throughout the growing season with the goal of assisting you in your management decisions. Each growing season tends to bring its own unique challenges and as I'm sure you are all well aware, there is no shortage of challenges in farming. Through our scouting program at **Larson Seeds** we hope to help you face these challenges head on by providing accurate up-to-date information about crop progress, weed and insect pressure, possible disease outbreaks and any other agronomic questions you may have to help make strategic and effective management strategies. In doing this we hope to further protect the investment you've made in your **Dekalb** and **Asgrow** seed and add to the service you've known and come to expect at **Larson Seeds!**

EVAN VANDERWAL



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