



### Meaningful Product Comparisons

Even with the drought conditions that most of the Hoegemeyer sales districts endured this year, there is valuable yield information that can be gleaned from the harvest results. The key is to evaluate meaningful product comparisons so that your conclusions are in-line with what will provide you the most profitable results next year.

To do this, there are some important concepts a person needs to put into practice. First, pooling several product comparisons from sites within your area of operation is nearly always more accurate when determining the “best” hybrid when compared to one single test from your farm. Don’t just take my word for it, this concept has years of university and independent studies for proof. For more information on this subject contact your local extension agent or search for the topic on the internet.

Second, comparisons of hybrids of similar maturity and technology traits will provide more accurate information when evaluating your top choices from plot results. In other words, compare Bt hybrids with Bt hybrids, and 110 day corn to 110 day corn. Sure it’s nice to know in a given year under the environmental conditions a given plot endured whether Bt technology paid for itself or a fuller maturity hybrid than normal was the way to go, but it doesn’t provide you with the answer to the question you are hopefully asking. The question should be; what information gives me results that I can translate into correct decisions for next year? Changing your entire hybrid selection policy towards Bt or a more mature group of varieties is not the same as product comparison evaluation in my opinion.

Third, though product performance measured in yield adjusted for moisture is the primary consideration when evaluating products, other characteristics can often play a large role in whether or not a product fits your farming operation. Consider this scenario; a top yielding hybrid in an unusually dry year catches your attention and you decide to go full bore next year on all your acres to maximize yield across your farm. However, next year your micro-climate returns to normal rainfall and disease pressure that has been common on your farm for many years. The product in turn underperforms because it was selected in an environment that was not typical for your area.

I encourage everyone with a side-by-side plot or evaluation plot who accurately measures the yield through a weigh wagon or yield monitor to contact your district sales manager if you need assistance. The submitted data taken from these evaluations can be with your help entered into our product comparison database and will be invaluable when supplying customers like you with meaningful multi-location yield information this fall and winter.