

October
2006



HOEGEMEYER.

THE RIGHT SEED

NEWSLETTER

Quote of the Month

Sure, I said, heav'n did not mean,
Where I reap thou shouldst but glean.
Lay thy sheaf down and come,
Share my harvest and my home.

—Thomas Hood, 1797-1845

Dr. Tom Receives NU 2006 Distinguished Alumni Award

Tom Hoegemeyer received the 2006 Distinguished Alumni Award in September from the University of Nebraska College of Agricultural Sciences and Natural Resources Alumni Association.

Tom, Chief Technology Officer of Hoegemeyer, graduated from the University of Nebraska-Lincoln's College of Agriculture in 1970.

In making the award, the association noted that Tom is the third-generation of the family-owned seed company at Hooper, which was started by his grandfather in 1937 with 11 acres of seed from parent stock grown at the University of Nebraska, that for 70 years, the company has worked to develop hybrid corn varieties especially for the Western Corn Belt and that recently Tom developed PuraMaize, a technology designed to block pollen from genetically-modified corn.

Tom is a member of the University's Department of Agronomy and Horticulture Advisory Board and works with agronomy faculty on various projects.



Account Settlements

Seed account settlements have all been completed and statements have been sent out. If you have questions about your settlement, please feel free to contact your DSM or Customer Service Representative. They will be happy to answer any questions you might have.

Website Update

Be sure to check out the newly updated Hoegemeyer website at:

www.therightseed.com

The new seed guide is now available online.

Look for 2006 test plot results under the Yield Data tab.

Lyn Morris joins Customer Service Team

We are pleased to announce that Lynette Morris (she goes by Lyn) is our new Customer Service/Database Specialist. She has a degree in computer science and has extensive experience in developing computer accounting programs for Rain and Hail.

Lyn recently moved to Scribner, Nebraska, from Greenfield, Iowa. We were especially pleased to find someone with her experience right in our own backyard and we welcome her to our Customer Service Team.

Until Lyn has familiarized herself with our order processing system, please continue to contact Lori Valla and Kristin Uhing or Chris Hoegemeyer with your questions on customer accounts.

Beth Boyle, who was with us for over 15 years has opened her own business as an independent financial advisor in Hooper.

Calendar

October 15

- **Early Booking Discount - \$2/unit**
- **Early Pay Discount - 10% off all products or 0% financing through Dec 2007**

December 15

- **Early Pay Discount - 8 % off all products or 3% fixed APR financing through Dec 2007**

Meaningful Product Comparisons

Gathering good yield information during harvest is important. Making accurate product comparisons with your own yields will help ensure that you can glean the most profitable results next year.

Remember that while product performance measured in bushels-per-acre, adjusted for moisture, is the primary consideration when evaluating hybrids, other characteristics can often play a large role in whether or not a product fits your farming operation. Consider this scenario: a top yielding variety in an unusually dry year catches your attention and you decide to plant it on 75 percent of your acres next year. But next year your micro-climate returns to near normal rainfall and diseases that had been common before return. The product that did so well when it was dry underperforms because it was selected in an environment that was not typical for your area.

Here are three important suggestions that can help you make meaningful product comparisons:

- 1) Gather results from several sites within your area, rather than a single test from your own farm. Decades of university and independent on-farm studies have shown that a broader collection of harvest data will help you determine accurately what the "best" yielding varieties were.
- 2) Compare varieties of similar maturity and technology traits. In other words, compare Bt hybrids with Bt hybrids and group II soybeans with group II soybeans. Most producers would like to know each year whether Bt technology paid for itself or if a fuller maturity hybrid was best. Those are excellent questions and you should make those comparisons for your farm. But when evaluating plot results, you'll get accurate information by comparing varieties with similar maturities and technologies. Those results can help you make good decisions for next year.
- 3) Contact your district sales manager (DSM) if you measure your yield in side-by-side plots or evaluation plots with a weigh wagon or yield monitor. Your DSM can assist you and enter your data in our product comparison database that will be available this fall and winter for you and other customers.

Production Update

The weather cooperated this harvesting season. While there were a few days of rain, we were able to get the seed corn crop picked by September 27, before any danger of frost.

We are quite pleased with the corn hybrid yields. On every hybrid we had in production, yields were at or over budget.

The seed sets were excellent this year. That will translate into high quality seed for 2007 in preferred sizes.

However, because we fill orders by date received, it is always important to book seed early to have the best chance of getting the seed you want in the size you want.

Our soybean seed harvest is now underway and will be completed in the coming weeks.

Our corn nursery and corn test plot harvest continues and should be finished in the next six weeks.



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