

**SEPTEMBER  
2007**



**THE RIGHT SEED**

**NEWSLETTER**

## Quote of the Month

There are no secrets to success. It is the result of preparation, hard work, and learning from failure.

- Colin Powell  
*General U.S. Army - ret. & former U.S. Secretary of State (1937-)*

## Spotlight on Technology



Hoegemeyer will introduce 6 new corn hybrids with Herculex<sup>®</sup> XTRA for the 2008 growing season. Of these 6 new hybrids, 3 will be with LibertyLink and 3 will be with Roundup Ready<sup>®</sup> & LibertyLink<sup>®</sup>. There are a number of advantages to planting Hoegemeyer Hybrids with Herculex XTRA trait protection, especially for those farmers looking to increase corn-on-corn acres again next year.

Hoegemeyer's Herculex XTRA hybrids combine high-yielding genetics with powerful protection against European Corn Borer, Corn Rootworm, Western Bean Cutworm, Black Cutworm, and Fall Armyworm. Note: Herculex is the only trait available to protect against Western Bean Cutworm and Black Cutworm. The wide window of protection that Herculex XTRA provides helps top-performing hybrids reach their maximum yield potential.

All of our Herculex hybrids contain LibertyLink technology, making them tolerant to over-the-top applications of LIBERTY herbicide. Plus, we offer a Quad-Stack with Herculex XTRA, Roundup Ready Corn 2 technology and LibertyLink so you get powerful insect protection and multiple herbicide options.

Look for the **NEW** Hoegemeyer line-up of Herculex XTRA hybrids in a field plot near you this fall. Remember all Hoegemeyer Herculex XTRA hybrids will carry the "HxXTRA" or "HxXTRA-RR" suffix. The 6 new hybrids for 2008 are:

Hybrid	Maturity
9780HxXTRA	112-113
9668HxXTRA	112-113
9778HxXTRA	113-114
8193HxXTRA-RR	100-101
8669HxXTRA-RR	112-113
8781HxXTRA-RR	113-114

## Price List

We are currently working on the price list. We anticipate having it mailed around September 15th. If you haven't received one by September 20th, please call your DSM or the Hoegemeyer office to get one.

## Website Update

The Hoegemeyer website has updated with the new corn products. When you visit, you can download the Product Description Sheets. Take a look and let us know how it looks and how to improve it.



## New DSM in Iowa

We are glad to announce the hiring of Brian Brenny as our DSM in northwestern Iowa. While BRIAN currently lives in Omaha, NE he grew up near Sac City, IA and will be moving back to the area in the coming months.

Brian holds an Ag degree from Iowa State University and brings over 5 years of sales experience to the position.

Join us in welcoming Brian to Hoegemeyer.

To contact Brian, call: 515-231-4804 or email [b.brenny@hoegemeyer.com](mailto:b.brenny@hoegemeyer.com).

## Calendar

### September 11-13

- Husker Harvest Days - Grand Island, NE

### October 15

- \$3.00 Early Corn Booking Discount
- 11% Early Pay Discount
- 0% APR Fixed Interest - Farm Plan

### November

- Post Harvest Meetings

### November 15

- 9% Early Pay Discount
- 2% APR Fixed Interest - Farm Plan

## Company Field Days

The 150-plus people who attended Hoegemeyer Field Days on Aug. 23 and 24 heard a mini-seminar on corn and soybean nematodes, learned about Tiffany Teff, a new annual grass with high protein content, saw how planting depth and sidewall compaction can affect corn yields, heard about new white corn and Hoegemeyer VIP hybrids and saw a visual demonstration of the effectiveness of PuraMaize™.

And the rains held off.

Though muggy the first day, it was actually cool in the field on day two, but no one seemed to mind. After lunch, Dr. Tom talked about even more rapid changes ahead in genetics and hybrid corn breeding. Then, with 2008 Seed Guides in hand, there was time for visiting and getting questions answered by the Hoegemeyer sales team, the agronomists and office and production crews.

Thanks to all of you who attended!

If you have questions or need more copies of the Seed Guide, please call or email us. Our intention, as always, is to produce the very best products and provide the very best service to you, our producers in the Western Corn Belt.



Ryan Spurgeon shows how 'hard pan' can affect corn.



Tamra Jackson from the UNL Extension office explains the effects of nematodes in corn and soybeans.

## New Alfalfa

This year we are introducing 2 new alfalfa varieties; **TS4007** and **TS4002**. These have the latest and greatest set of genetics available. This past year, we were able to get small amounts of these out and have seen great results.

**TS4007** is a high quality hay combined with superior yield and persistence. This traffic tolerant variety has improved forage quality and digestibility. The increased leaf size and dark green color make this an excellent choice for dairy hay producers.

**TS4002** is an excellent choice under poor moisture conditions such as dryland and limited irrigation. TS4002 was bred for improved yield and persistence in marginal saline soils.

Adding these two varieties to our line-up, offers you a great mix of excellent alfalfa varieties to sell.



Dr. Don Miller, Target Seeds, and Dennis Fitzke discuss diseases seen in alfalfa fields this year.



Phil Harms of DAS explains the benefits of Herculex I and XTRA.



Mike Wardyn goes over all Monsanto has to offer.



Ryan Siefken shows the effects of hail on ear size.

## It's Sales Time

A new sales season is here again. And with it comes the challenge of we have faced before: "How do I sell more this year?" Here are few tips that we have to offer:

- 1) **Know the products.** There are always changes in the product line-up; some products are added and some are dropped. It is good to review the Seed Guide and memorize what you will sell in your area. Be able to list one or two highlights of each product.
- 2) **Know the traits.** There are numerous traits and stacked versions. You need to know what we sell and what we don't. And be able to explain the value of each trait.
- 3) **Develop a business plan.** Choose a geography you want to develop. Decide who you are going to call on and when you are going to call. Then, determine what it will take to sell them seed. After you develop a business plan, you need to review and update it at least once a year.
- 4) **Sell the value.** The genetics and traits in the seed provide a great value to the grower. The crop safety and insect protection allow genetics to perform to their full potential. The convenience and time savings of trait technologies provide around-the-clock protection and peace of mind performance.

Only a few topics are addressed here, but remember there are many things you can do to improve your sales approach. Work with your DSM on how you will increase sales this year.

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