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HYBRID THEORY AGRONOMY FORUM

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A RECIPE FOR SUCCESS



JEREMY THOMPSON
General Manager

One topic we tend to discuss frequently as a team at Hoegemeyer is how we should benchmark success. Is the goal to be the fastest growing regional brand in our geography? Is it to have the most diverse and highest performing genetics? Maybe it's having access to the newest traits and technologies in the industry. Or to have the highest service levels?

While all these objectives are important to a successful seed brand, our team always comes back to our solid reputation and relationships. It's about trust. We serve our neighbors, our friends and our families. With the adversity we face in agriculture and in the world these days, you need a seed brand and dealer you can rely on. It's that commitment to those trusted relationships that will continue to make Hoegemeyer Hybrids the leader of seed solutions and farmer success in the Western Corn Belt.

The Hoegemeyer team of employees and dealers is one of the hardest working groups of people that I've had the pleasure to work with. This team is passionate and committed to the success of those around them. As you'll see in this publication, we are focused on delivering the best products, traits and service to our customers that put their trust in Hoegemeyer year after year.

Our history shows us this is a proven recipe for success, and yes, we are growing as a result. If you plant Hoegemeyer brand products, thank you for your business and the trust you put on us. If you are considering Hoegemeyer, please put our people and products to the test. I'm confident we'll earn your trust.

MEET TEAL MILLS, PRODUCT AGRONOMIST



TEAL MILLS
Southern Product
Agronomist

Everyone on the planet is impacted by crop production. It's part of the textiles, animal feed and products we consume in our daily lives. Modern producers are adapting and becoming even more efficient with each growing season. Producers are having to consider all aspects of agronomy (soil management, pest control, cultural practices and seed genetics) to meet these growing demands for efficiency.

Hoegemeyer emphasizes agronomy as an important service for producers because good genetics in the wrong field will result in poor yields. I believe agronomists are passionate about people and plants, and in that exact order. I am excited to be a part of the Hoegemeyer agronomy team because I see a company with these same values. I see people who are passionate about getting the right genetics and products to help producers grow healthier crops with maximum yields.

I was born and raised in the Texas panhandle and completed my undergraduate degree from Oklahoma State University. After my time at OSU, I obtained my Master of Science in crop soil and environmental sciences at the University of Arkansas. Throughout my education, I have worked and learned a lot about a variety of grain, cereal and vegetable crops; but I am excited to be back in corn and soybeans in Hoegemeyer's southern footprint. I look forward to the upcoming planting season and I can't wait to grow with both dealers and producers across the region.



Product performance is variable and subject to any number of environmental, disease and pest pressures. Individual results may vary. Components of Lumigen™ technologies for soybeans are applied at Corteva Agriscience production facility, or an independent sales representative of Corteva or its affiliates. Not all sales representatives offer the same services, and costs and other charges may vary. See your sales representative for details. Seed applied technologies exclusive to Corteva and its affiliates. Active IST ingredients either manufactured or trademarked. Results may vary from year to year. See your sales professional for more information about IST options. Products are provided subject to the terms and conditions of purchase which are part of the labeling and purchase documents. © 2019 Hoegemeyer. All trademarks and service marks of Dow Agrosciences, DuPont or Pioneer, and their affiliated companies or their respective owners.

THOROUGHLY TESTED	FEATURES	INGREDIENTS	DISEASE PROTECTION
L-2030G biofungicide demonstrated a +0.6 bu/a advantage in natural pathogen, active roots uptake through healthier roots and sites for nodulation	Lumisen® fungicide seed treatment provides best in class protection against Phytophthora in Phytophthora-susceptible fields, and +1.0 bu/a across broad acres	<ul style="list-style-type: none"> Lumisen® fungicide EverGol® Energy fungicide seed treatment L-2030G biofungicide 	<ul style="list-style-type: none"> Phytophthora Pythium Fusarium Rhizoctonia Phomopsis

FUNGICIDE + BIOLOGICAL STANDARD PACKAGE: Unmatched disease protection with healthy root growth promotion

HIGHLIGHTS	INSECT PROTECTION
<p>Gaicho® insecticide seed treatment for those focused on broader pest protection, including early-season insects</p> <p>Reduces leaf feeding and risk of late-season bean pod mottle virus</p>	<ul style="list-style-type: none"> Bean leaf beetle Early season aphid Seed corn maggot

considered high pressure responsive locations, leading technology for Phytophthora protection, in areas 4.0 bu/ac yield advantage over metaxyl, the previous with Lumisen™ fungicide seed treatment produced a

#1 soybean disease. Research in multi-year trials shows soybeans treated in-class protection against Phytophthora, the Lumisen™ fungicide seed treatment for best-Hoegemeyer's foundation starts with



ERIC SOLBERG
Eastern Product
Agronomist

Protect your soybean genetic investment with best-in-class seed treatments against disease, pests and uncertain soil conditions during the critical early growth period.

BEST-IN-CLASS PHYTOPHTHORA PROTECTION

PROTECTION FROM PESTS

Available insect protection includes Gaicho® seed treatment. This proven insecticide protects against early season insect feeding from overwintering bean leaf beetles, seedcorn maggot and suppression of soybean aphids.

PLANT WITH CONFIDENCE

Combining the best-in-class Lumigen™ soybean seed treatment with Hoegemeyer's elite soybean genetics sets an excellent foundation to handle whatever 2020 spring planting has to offer. To ensure your soybeans have the best protection this spring, contact your local Hoegemeyer dealer.

PROTECT YOUR SEED INVESTMENT

NEW GENETICS ENABLED BY THE RIGHT TRAIT PACKAGES



RYAN SIEFKEN
Corn Product Lead

The 2019 growing season proved to be a successful launch year for our new triple stack trait package – Qrome® products. **Hoegemeyer key Qrome products yielded on average 5.7 more bushels than ALL products (not just other triple stacks) in 2019.** Genetics always drive yield potential, and insect traits simply need to protect that potential while not interfering with genetic performance. This is what we're getting from the Qrome insect and herbicide trait package.



Let's learn about featured NEW Hoegemeyer products:

93 RM – 6334 AM™

Impressive yield performance while bringing good tolerance to Northern Leaf Blight and Goss's Wilt, and heavy test weight

98 RM – 6894 Q™

All-around standability and a new level of yield potential

107 RM – 7772 Q™

Yield, solid disease tolerance, and ear flex for high performance acres

108 RM – 7869 AM™

High top-end yields, strong roots, and excellent emergence makes this a great fit for Iowa soils

110 RM – 8084 AM™, 8085 Q™

Standability, good stress emergence, and stable yield performance makes this a versatile genetic family

111 RM – 8188 Q™

Leader product that brings excellent yield potential, agronomics, and silage utility to a broad set of acres

112 RM – 8233 AM™, 8235 Q™

New Optimum® AQUAmax® product with good standability, works across a wide range of environments and management practices

112 RM – 8268 Q™

Top-end yield potential for high management systems

115 RM – 8518 AM™, 8519 Q™

Excellent disease package and good overall adaptation to the Western Corn Belt

We have a strong lineup for 2020 and we're happy to build on this success with a new class of Qrome and Optimum AcreMax options in 2021. Our network of third party trials, customer strip plots and Hoegemeyer Master Plots are just months away from showcasing performance on our new class of products. Look for performance updates throughout this summer and fall.

AgrisureRW Agrisure® is a registered trademark of, and used under license from, a Syngenta Group Company. Agrisure® technology incorporated into these seeds is commercialized under a license from Syngenta Crop Protection AG.

HX Herculex® XTRA insect protection technology by Dow AgroSciences and Pioneer Hi-Bred. Herculex® and the HX logo are registered trademarks of Dow AgroSciences LLC.

YieldGard YieldGard®, the YieldGard Corn Borer design and Roundup Ready® are registered trademarks used under license from Monsanto Company.

LibertyLink LibertyLink® and the Water Droplet Design are trademarks of Bayer.

AM - Optimum® AcreMax® Insect Protection system with YGCB, HX1, LL, RR2. Contains a single-bag integrated refuge solution for above-ground insects. In EPA-designated cotton growing counties, a 20% separate corn borer refuge must be planted with Optimum AcreMax products.

Optimum® AQUAmax® Product performance in water-limited environments is variable and depends on many factors such as the severity and timing of moisture deficiency, heat stress, soil type, management practices and environmental stress as well as disease and pest pressures. All hybrids may exhibit reduced yield under water and heat stress. Individual results may vary.

Q (Qrome®) - Contains a single-bag integrated refuge solution for above- and below-ground insects. The major component contains the Agrisure® RW trait, the YieldGard® Corn Borer gene, and the Herculex® XTRA genes. In EPA-designated cotton growing counties, a 20% separate corn borer refuge must be planted with Qrome products. Qrome® products are approved for cultivation in the U.S. and Canada. They have also received approval in a number of importing countries, most recently China. For additional information about the status of regulatory authorizations, visit <http://www.biotradestatus.com/>

PLANTING FOR SUCCESS

Maximizing your planter's efficiency is one of the most important jobs on the farm to achieve your yield goals and success. Planters today require

more attention and time than just the mechanical aspect of getting the seed into the ground correctly.

With Hoegemeyer Hybrids you have access to a tool that will help you unlock your planter's full potential in seed meter settings. We test every batch/lot of corn seed in 13 different types of planter units to give you an idea on the optimal settings for the seed meter for that batch of seed.

1. Go to TheRightSeed.com and click on the Hoegemeyer Plantability icon.



2. Enter in your Batch Number found on your Hoegemeyer seed bag along with your planter type.

Making sure your planter is in tip-top shape is worth your time and money before you get into the field. Now is the time to create field prescriptions, enter products you will use and check for software updates. Check your planter for worn parts and don't forget that includes your seed meters. It doesn't stop there. Ground truth your settings and repairs while planting. For a complete planter checklist go to www.therightseed.com and check out our blog, *The Dirt*.



STUART CARLSON
Northern Product Agronomist

TOP 5 REASONS TO PLANT ENLIST E3™ SOYBEANS

Hoegemeyer launched Enlist E3™ soybeans in 2019. The combination of high-performing genetics, excellent weed control, multiple herbicide options and application flexibility set the stage for rapid adoption by growers in the western corn belt. Many growers who trialed Hoegemeyer brand E3 soybeans in the 2019 are choosing to plant their entire farm to E3 in 2020. Here are 5 reasons to plant Enlist E3 soybeans this season:

- 1. WEED CONTROL:** The Enlist system can give you an advantage when spraying pre-emergence herbicides with 2,4-D. In the past, the label required we wait 10 days until planting after spraying 2,4-D as a burndown. Our soil residual herbicide only last ~45 days so by the time we plant, we only have about 30 days of residual activity left. When spraying Enlist One™ herbicide and planting Enlist E3 soybeans we can spray our burndown the same day we plant giving that residual an extra two weeks. This gives the soybeans time to canopy before more problem weeds can emerge.
- 2. GENETICS:** Hoegemeyer has a robust line-up of E3 soybeans developed with high-yielding genetics. With more than 21 varieties, growers have locally proven options for every field.
- 3. NEIGHBOR FRIENDLY:** With near-zero volatility and reduced potential for physical drift, Enlist herbicides featuring 2,4-D choline with Colex-D® technology are designed to land and stay on target. Enlist E3 soybeans are compatible with nearby non-susceptible crops such as corn and soybeans without the Enlist trait. You can apply Enlist herbicides on Enlist E3 soybeans planted right next to these non-susceptible crops without wind directional restrictions.
- 4. IN-SEASON WEED CONTROL:** Did we mention weed control? The Enlist system has a competitive advantage when it comes to problem weeds. With the system offers three different modes of action to control problem weeds in-season. Enlist E3 soybeans are tolerant to Glyphosate, Glufosinate, and 2,4-D. So, if you are dealing with glyphosate-resistant palmer amaranth, waterhemp, marehail or giant ragweed, you still have two other products that can kill those weeds, where other traits on the market are relying on a single mode of action to control those weeds.
- 5. GOOD SUPPLY:** Grower demand for Enlist E3 soybeans is high and Hoegemeyer has a great supply of locally proven options. Talk to your Hoegemeyer representative today to learn about how Enlist E3 soybeans can fit on your acres.



MIKE CARR
Soybean Product Lead



CRAIG LANGEMEIER
Western Product Agronomist

THE RIGHT SEED FOR CLEANER FIELDS AND HIGHER YIELDS



The transgenic soybean event in Enlist E3™ soybeans is jointly developed and owned by Dow AgroSciences LLC and M.S. Technologies L.L.C.

Enlist Duo® and Enlist One® herbicides are not registered for sale or use in all states or counties. Contact your state pesticide regulatory agency to determine if a product is registered for sale or use in your area. Enlist Duo and Enlist One are the only 2,4-D products authorized for use with Enlist crops. Consult Enlist herbicide labels for weed species controlled. Always read and follow label directions.