

FROM KUNMING TO KOKOMO, JOE KELSAY WORKS TO IMPROVE YIELD FOR INDIANA.

Select Seed is pleased to announce that Joe Kelsay, Director for the Indiana State Department of Agriculture, will be the keynote speaker at our annual Customer Appreciation Day held at our headquarters in Camden. Since being appointed to this role by Lt. Governor Becky Skillman, who serves as the state's Secretary of Agriculture and Rural Development, Joe has worked closely with the Lt. Governor to promote Indiana agriculture and generate revenue for Indiana farmers well beyond our borders. The two were part of a recent delegation to China, one of four successful trips this administration has made to stimulate economic relations and growth. From Camden to China, from Kunming to Kokomo, Joe Kelsay serves as Indiana's top agricultural official and advisor to Governor Mitch Daniels on agriculture policy.

This 1999 agricultural economics graduate from Purdue has agricultural roots that run deep and add to his academic and professional credentials. He is a sixth generation dairy and crop farmer and farmed full-time until his appointment to



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his current post. Agriculture is really a family calling. Joe's wife, Amy, operates Kelsay Farm Tours LLC, a farm-tour business, that teaches thousands of children and families each year about life on the farm, the nutritional value of dairy products, where milk comes from, technology used in a milking parlor and how farmers keep cows comfortable and healthy.

Beyond his experience in production and business development, Kelsay has held a wide variety of leadership positions in the agriculture industry, including President of the Indiana Professional Dairy Producers. Additionally, Joe served on the ISDA Advisory Board and as a member of the Purdue University Dean of Agriculture's Advisory Council. Other experience includes the time he spent as the Secretary for the Indiana FFA Foundation and as a member of the State Young Farmer Committee within the Indiana Farm Bureau. He was also the Indiana FFA State Vice President from 1995 to 1996.

Joe and Amy live in Johnson County with their three children, Jenna, Josie, and Jack.

DON'T MISS CUSTOMER APPRECIATION DAY

AUGUST 25, CAMDEN, IN

At Select Seed, every day is Customer Appreciation Day but we like to have at least one day where we make it official. Whether you're a Select customer or thinking about becoming one, come for a day of good food, great company and some stellar guests including Joe Kelsay, Director of the Indiana Department of Agriculture. Join us and:

- Learn about the latest advancements in seed treatments and traits from Bayer and Agrisure® as well as our lineup for 2011.
- Test your agricultural smarts in our Corn Trivia game. You could win some great prizes.
- Enjoy a delicious lunch along with a keynote address from Joe Kelsay.



**IF YOU R.S.V.P. VIA EMAIL
TO sales@selectseed.com
YOU'LL BE ENTERED TO
WIN SOME SELECT GEAR.**

WHAT'S NEW FOR 2011

We are proud to introduce 16 high-performing products to our 2011 line-up, including leading-edge genetic and technology packages from Monsanto® and Syngenta®. To see all our offerings, call or email us for our 2011 Product Guide.

GENUITY® TRIPLE PRO™			
3709VP	4788VP	4929VP	5233VP
<ul style="list-style-type: none"> • Top-end yielder for maturity • Harvest in a timely fashion • Benefits greatly from a foliar fungicide treatment 	<ul style="list-style-type: none"> • High-yield punch • Foliar fungicide will enhance yield performance • Outstanding drought tolerance 	<ul style="list-style-type: none"> • Strong ear flex • Excels under high management situations • Good grain quality with high test weight 	<ul style="list-style-type: none"> • Improved dry-down for maturity with similarities to 5393VT • Outstanding top-end yield potential • Agronomically sound product
NUTRIDENSE®		ROUNDUP READY® CORN 2	AGRISURE® GT
2892GT/ND	2750HQ/ND	7188RR	4215GT
<ul style="list-style-type: none"> • Excellent yield capabilities on highly productive soils • Good foliar disease resistance • Good stalks & early vigor 	<ul style="list-style-type: none"> • High tonnage • Excellent quality • Plant on productive soils 	<ul style="list-style-type: none"> • Top-of-the-line agronomics with similarities to 4144SM • Excellent choice for variable soils • Excels at higher populations 	<ul style="list-style-type: none"> • Early Glyphosate (RR) refuge product • New generation genetics with similarities to 4115 and 4315AQ • Outstanding top-end yield with drought tolerance
AGRISURE® 3000GT			CLEARFIELD®
3904AQ	4315AQ	5188AQ	5230CL
<ul style="list-style-type: none"> • Glyphosate (RR) and Glufosinate (LL) herbicide tolerant • Very agronomically sound product • Excellent choice for corn on corn 	<ul style="list-style-type: none"> • Glyphosate (RR) and Glufosinate (LL) herbicide tolerant • New generation genetics with similarities to 4115 and 4215GT • Outstanding top-end yielder with drought tolerance 	<ul style="list-style-type: none"> • Glyphosate (RR) and Glufosinate (LL) herbicide tolerant • Excels under various conditions • Performance enhanced at higher populations 	<ul style="list-style-type: none"> • Excellent choice for variable soils • Good choice for high disease pressure • Excels at higher plant densities
WAXY	CONVENTIONAL		
5300WX	4115	4980	5388
<ul style="list-style-type: none"> • Top-end yielder for waxy market • Very high ear flex • Responsive to high yield environment 	<ul style="list-style-type: none"> • New generation genetics with similarities to 4215GT and 4315AQ • Outstanding top-end yield with drought tolerance • Responds well to foliar fungicide application 	<ul style="list-style-type: none"> • Excellent choice for early planting • Responds to high yield management • Benefits greatly from a foliar fungicide treatment 	<ul style="list-style-type: none"> • Responsive to high yield environment • Powerful yield package • Excellent grain quality



Kyle L. Schwarzkopf is one of Select Seed's newest employees and part of our ag future.

THE IMPORTANCE OF AG IS GROWING

Kyle Schwarzkopf believes the introduction of biotechnology in 1996 forever changed the agricultural and seed industries. There are newer technologies being introduced every year. What used to be a small decision is now one of the biggest choices a farm can make.

The future of agriculture will continue to change. With the world's population growing and its resources diminishing, it's clear that

agriculture, especially seed, is going to be one of the most important investments among all products in the world. Kyle states his generation is going to face many challenges in the future, but with those challenges, he feels the agricultural industry is going to be recognized and respected like never before.

Kyle is proud to help farmers choose the right seed and help your business to grow.

AGRONOMY TIPS WITH DOUG WEBB



DON'T LET GRAY LEAF LEAVE YOU SEEING RED

The weather in most of our region this growing season has been wet and humid with heavy dews. Unfortunately, these conditions are perfect for gray leaf spot, according to agronomist



Gray leaf spot lesions are tan to gray, 3/4" - 2 1/2" long by 1/8" - 1/4" wide. They run parallel to leaf veins.

Doug Webb. The temptation, Doug warns, is to rely too heavily on fungicides to treat the problem. Despite their effectiveness, spraying should augment, not replace, a good old-fashioned walk through the field.

Now that Doug has you out of your chair and heading out to your crops, what should you look for? According to Paul Vincelli and Donald E. Hershman of the University of Kentucky's College of Agriculture, early foliar symptoms may appear as pinpoint to slightly elongated, roughly parallel-sided lesions with a yellow halo best seen by holding an infected leaf up to light. After about two weeks, these early symptoms become mature, rectangular

lesions characteristic of gray leaf spot. Entire leaves may be blighted under heavy disease pressure. Unlike many other corn foliar diseases, gray leaf spot lesions remain evident on completely blighted leaves. Severely affected leaves have a characteristic grayish cast because the lesions produce so many spores of the fungus. Gray leaf spot develops first on lower leaves and may progress upward to the highest leaf. Severe blighting of the leaves may also lead to stalk weakening or infectious stalk rot diseases.

Because corn is the only crop known to suffer from gray leaf spot fungus, farmers who plant corn on corn should be particularly attentive to this disease.

HOW TO MAKE SURE STALK ROT DOESN'T SPOIL PROFITS

In many areas of our region, we had continued saturated soils up through most of June. This will typically cause moderate to severe nitrogen loss and resultant nitrogen deficiency in corn. Also, the long-term saturated soils may have established some root rots that develop into stalk rots. With this in mind, it would be wise this late summer and early fall to scout your hybrids for root and stalk rot.

A pinch test is a common way to check for stalk rot. Another method is the push test. As you are scouting,

randomly select plants representing a large portion of the field. Usually this will be upwards of 100 plants. Begin by pushing the stalk tops 30 degrees from vertical. If it doesn't snap back, the stalk has been compromised. Next, pinch or squeeze the plants at one of the lowest internodes above the brace roots. Check the same internode on each plant. If the stalks crush easily, you may have stalk rot.

If 10% or more of your plants show signs of stalk rot, we recommend you tend to these fields first. Harvesting



We recommend you check your hybrids for root and stalk rot late this summer.

early at high moisture and grain dry, while not ideal, will help you avoid an even greater economic impact in the long run.





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ADDRESS SERVICE REQUESTED

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KEVIN'S CORNER



For many years now, our tagline has been “Growing with the Best!” We believe we have some of the best products on the market and we know we have the best customers. For 2011, we’re focused more than ever on what really matters — the success of your farm. Everything we do has to create value for our customers. Our new tagline, “Better Seed. Better Profit.” couldn’t be anymore to that point. Our independence and access to the broadest range of platforms and traits and our unique and time-tested growing practices mean better seed which, in turn, means lower crop maintenance costs, higher yields, and, ultimately, greater profitability. We’ve even changed the name of our newsletter from *The Monitor* to *The Bottom Line* to emphasize the fact that our bottom line is to help you improve yours. Our new communication pieces feature aerial photography of our region to underscore our belief that, as your neighbors and friends, we know this farmland better than our competition. Finally, with new services like SelectView™ and SelectProtect™ we’re demonstrating our commitment to stand by you from seed to harvest — protecting your crop and your wallet.

I look forward to seeing you at our Customer Appreciation Day on August 25th and wish you a very profitable 2010 harvest. In the meantime, I hope you enjoy this first issue of *The Bottom Line*.

A handwritten signature in black ink that reads "Kevin Eggerling".

Kevin Eggerling, General Manager