



DAIRYLAND SEED

# THE Leader

WINTER 2020

AN EARLY RISER'S GUIDE TO WHAT'S BEST AND WHAT'S NEXT IN SEED.

## Success Looks A Lot Like Reuben Hopp

BY SCOTT BURDITT, DAIRYLAND SEED FIELD REPORTER

Reuben Hopp doesn't really know why he became a seed dealer. It was 1966. He was already putting in long days on a dairy. But the idea of helping other people had always appealed to him, so he threw caution to the wind and accepted an offer to represent Moews seed company.

A few years later, he and his wife, Betty, purchased their own dairy just outside of Waupun, Wis. His brother-in-law Phil Loomans began working alongside them. Reuben continued to sell seed, but by this time he had become a Dairyland Seed rep.

"Moews discontinued the seed that was best for my customers, so I stopped selling. After that, my former manager at Moews went to Dairyland Seed and asked me to work with him. I liked seed sales, so I did," says Reuben.

Then in 1994, with the farm humming along on 80 milking cows and 700 acres, Phil accepted a herdsman offer on another dairy.



REUBEN HOPP LEANS AGAINST A FEW OF THE THOUSANDS OF SEED BAGS HE SELLS ANNUALLY.

Reuben had never shied away from hard work, but with only 24 hours in day and more on his plate, something had to give. It wasn't going to be seed sales. He loved hearing from appreciative farmers. He looked forward to their camaraderie. Besides, he says, his alfalfa really wowed everyone.

Over the ensuing five years, he and Betty sold their dairy assets, the land and the herd. She accepted a job in Fond du Lac. He went to work in town for Farmer's Elevator.

Most days, Reuben would milk cows, work at the elevator, and return home to his cows. Those were exhausting times, but ultimately the work paid off. For years now he's had a day job with mostly regular hours and a mutually beneficial arrangement with the elevator.

"I wanted to keep selling seed but didn't really want to deal with the financials, so we worked it out, and my Dairyland Seed sales went under the Farmer's Elevator name," he says.

It's a great setup for someone who describes himself as "not a high-pressure sales guy." The elevator also gives him some flexibility to work with farmers as well as offer more products for the farm, like fuel contracts, oil, feed, seeds like cover crops and oats.

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## Setting the Stage for the Future

BY ROD MORAN, SOYBEAN LEADER

Well, here we are in the 2020's, and it is an exciting time to be in the soybean business. Upon receipt of this update, we will have celebrated our first full commercial year of utilizing Enlist E3™ soybeans and associated chemistries, Enlist One® and Enlist Duo®.

This technology has been met with incredible acceptance and utilization due to the science, commitment, time, effort, and germplasm utilized to bring forward this incredibly useful technology. The rewards of the long-anticipated approval and release have been evidenced by multiple grower, University, and F.I.R.S.T. soybean plots planted in 2019.

The germplasm and science of E3 soybeans has proven it is astoundingly capable of competing at a very high level in this dynamic marketplace. Furthermore, when you combine that demonstrated yield performance with the safety, effectiveness, and reliability

of the labeled chemistries the Enlist Weed Control System provides, we are poised to succeed in the 2020's and beyond. And, I am excited to report that that this first wave of E3 products is only but a small sampling of what is to come out of the current pipeline.

We have been hard at work analyzing and evaluating internal and external data sets to build for a more robust product offering across all RM's in the Dairyland Seed footprint. Dairyland Seed's initial fledgling flight for 2020 planting offers up twenty competitive Enlist lines. Our dedicated advancement committee comprised of sales, agronomy, production, and upper management has recently analyzed, debated, and formulated the direction and makeup of our product portfolio offerings for the 2020-21 planting season.

The newly assembled, and soon to be announced, 2021 product offering will

showcase approximately 90 percent of our soybean portfolio in the E3 platform. Offering 26 E3 soybean varieties in relative maturities ranging from 0.0 to 3.9 RM with 9 of those lines being new additions. These lines demonstrate the expected and needed agronomics and yield needed to satisfy our growers and prospects. When you add to this diverse offering a couple of experimental lines there are ample varieties to find a good home on your farm.

Please meet with your local sales representative or Regional Sales Agronomist and talk to them about evaluating these products on your farm under your environmental conditions and management style. Excitement is growing along with agronomics, availability and exposure; the future is bright, and only getting brighter.

# OUTSTANDING CORN PERFORMANCE IN 2019 INDEPENDENT TRIALS

BY T.J. STRACHOTA, SALES EFFECTIVENESS/MARKETING LEADER

While the growing season of 2019 may have looked a lot different than 2018, Dairyland Seed corn hybrids once again rose to the top of independent trials across our sales area. From the Dakotas to Indiana and Michigan, we entered our new and key hybrids into university trials and Farmers' Independent Research of Seed Technologies (F.I.R.S.T.) trials to learn more about how our hybrids perform across geographies and against the competition. Read below to see how we performed in your area.

In **Purdue University** corn trials, DS-4440AM™ took 1st overall in the Northern Early 4-location average. DS-4329AM™ came in 3rd place overall in the same test. In the 2018-19 Central Late corn trial, DS-5319AM™ came in 1st for the two-year average. In Indiana FIRST trials, DS-4440AM™ took 3rd overall in the performance summary for Indiana North, early-season test, highlighted by a 1st place finish at the Howe, IN location.

Moving up to **Michigan**, harvest was late and independent data was scarce as many testing locations were thrown out due to the weather. However, DS-4440AM™, DS-4318AM™, DS-4580AM™, and DS-7004RA™ all did great in Michigan South FIRST Trials taking 3rd, 4th, 6th and 8th in the full-season test. In Michigan State grain trials, DS-3519AM™ was starred in the Zone 2 early test, while DS-4440AM™ was double starred in the Zone 2 late test as the highest yielding hybrid in the trial. DS-4318AM™ was double starred in the 2018-19 average for Zone 2 late.

In the Zone 3 early test, DS-3519AM™ and DS-3715AM™ were both starred. While in the Zone 3 late test, DS-3810Q™ was starred. DS-3030AM™ was starred in the Zone 4 late test.

In **Illinois**, there were many great results in FIRST Trials. DS-7004™ took 1st overall in the IL North ultra-early test and DS-4310AM™ was right behind it in 2nd place. DS-4840AM™ did well in the IL North early test, while DS-5319AM™ took 9th out of 60 in the late test. Unfortunately, the whole 2019 University of Illinois northern region results were not published due to weather.

Dairyland Seed hybrids led the way in **Wisconsin** FIRST Trials. In the Wisconsin South early-season test, DS-4440AM™ took 1st overall in the performance summary, with DS-7004RA™ right behind it in 2nd overall. In the WI Central early-season test, DS-3550AM™ took 1st overall in the performance summary. It also took 1st place in 3 out of the 5 locations making up the summary. Continuing on its awesome year, DS-3550AM™ followed up in UW state trials by taking 1st overall in the Northern zone 4-location average and 3rd overall in the North Central zone late test.

**Minnesota** also had great performance with DS-3550AM™, which took 4th overall in the MN East Central FIRST Trial. In the MN Southeast full season test, DS-7004RA™ took home 3rd overall while DS-4310AM™ took home 4th overall. University of MN corn trails also had excellent results with

DS-3370AM™ taking 2nd overall in the Northern 3-location average. DS-3519AM™ took home 4th overall in the Central early 3-location average. And moving south, DS-4580Q™ took home 3rd overall in the Southern late 3-location average.

In FIRST Trials in the Red River Valley of **Minnesota and North Dakota**, DS-9085™ and DS-6686™ both did well. When talking FIRST Trials in North Dakota only, DS-6686™ won the ND Southeast early-season test. DS-3550AM™ came in 2nd overall in the full season test. In NDSU state trials, DS-3550AM™, DS-3519AM™, and DS-3715AM™ all came away with multiple 1st place finishes. Between the three hybrids, there were 8 first place finishes.

**South Dakota** was another state with multiple 1st place finishes for Dairyland Seed. In SD Northeast FIRST Trials, DS-3550AM™ took 1st in the overall performance summary for the early-season test. DS-3519AM™ came in 3rd overall in the full-season test. In the SD Southeast trials, DS-4019AM™, DS-4440AM™, and DS-4580AM™ all had top 10 finishes. In SDSU corn trials, DS-4310AM™ took home 1st place in the Mt. Vernon late test, while DS-4580Q™ came in 2nd, DS-4329AM™ came in 4th, and DS-4440AM™ came in 5th. DS-3550AM™ also did excellent in SDSU trials, with a 1st place finish at South Shore early, 2nd place finish at Volga early, and a 2nd place finish at Mt. Vernon early.

Find more information at  
[dairylandseed.com](http://dairylandseed.com).



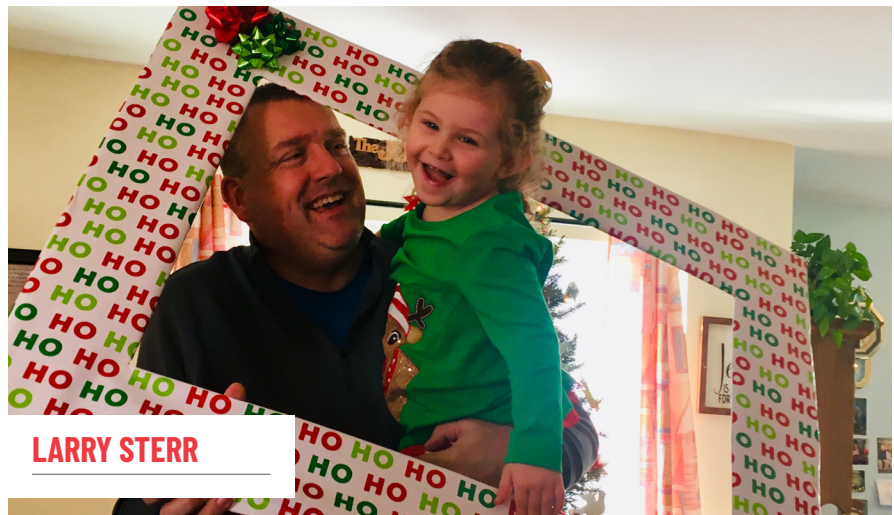
# MEET THE DAIRYLAND SEED FAMILY

**LARRY STERR**, Logistics Leader, works out of Dairyland Seed's West Bend office and is in his 29th shipping season. Larry's responsibilities include managing all Dairyland Seed inventory, movement of all three crops to the correct shipping warehouses prior to shipment, coordinating all customer deliveries, and in turn, coordinate all seed returns (June thru August).

"I value my job and position at Dairyland Seed and I would like our customers to know that my department's motto is 'Whatever it takes'. We will go out of our way to take care of any and all seed needs throughout the year no matter what," says Larry.

Larry loves what he does and says, "Our customers are my top priority and with the help of my entire staff we want to make sure we are a company that is easy to do business with. We also would like to thank all of our customers for doing business with Dairyland Seed because if it wasn't for them we wouldn't be here."

Larry began his career at Dairyland Seed working in the West Bend warehouse and then driving truck for five shipping seasons. Following



**LARRY STERR**

this, he served as the Assistant Warehouse and Soybean Production Manager, Inventory Manager and West Bend Distribution Manager before being promoted to his current position as Logistics Leader in 2016.

Larry adds, "The most enjoyable and fun part of my job is taking care of our customers from the standpoint of reliable delivery service and making sure their product arrives in good order and is there when they need it."

Prior to joining Dairyland, Larry was the Warehouse Manager at Frabill Inc. He graduated from West Bend East High School and attended college

for two years at the University of Wisconsin - Washington County.

Larry is a life-long resident of West Bend, Wisconsin. Larry and his wife Camille have three children: Dustin 30, Andrew 23, and Jake 20. Larry and Camille are very proud grandparents to two-year old Everleigh Sterr. Everleigh lives in Texas and they always look forward to spoiling her.

He frequently enjoys trips to the casino and officiated grade school and high school basketball for 23 seasons. Golfing is his passion and you'll find Larry out on the golf course on those beautiful Wisconsin summer days.

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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.

Qrome® products are approved for cultivation in the U.S. and Canada. For additional information about the status of regulatory authorizations, visit <http://www.biotradestatus.com/>

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# Reuben Hopp

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Now 72 years young, he could easily retire, but why? He's gleefully employed by a "great boss" at the elevator, Byron Mulder; his Dairyland Seed DSM, Brian Grade, is immensely helpful and always available; each day, he's doing something to help farmers; and each year Dairyland Seed rewards him for his high seed sales volume. In 2019, he earned a trip to Aruba.

"It came at a nice time, right during a severe cold snap here in Wisconsin," Reuben says with a contented smile.

Last season, Reuben and two other seed salesmen at Farmer's sold 2,000 bags of corn, 2,800 bags soybeans, and 700 bags of alfalfa. Customers, he says, have always raved about HybriForce alfalfa.

For silage varieties, he's been recommending HiDF-3510™, HiDF-3605™ and HiDF-3707™. For corn: DS-4318AMXT™, DS-3518AMXT™, DS-9701RA™, DS-9791RA™ and others. And for soybeans: DSR-0988/R2Y™, DSR-1721/R2Y™ and new Enlist varieties.

With so many available and ever-evolving hybrids and traits to remain knowledgeable about, Reuben never lacks homework. The hours he invests studying product updates has a big upside, though: Seed technology helps him help farmers make a profit.

Farms these days have an almost unimaginable number of seed options compared with Reuben's 1966 product portfolio. Fewer farmers, he says, are doing an incredible job getting yields on fewer acres. If there's one other thing that's changed



**BETTY AND REUBEN HOPP, MARRIED 50 YEARS AND COUNTING.**

for him over the past five-plus decades, it's that good relationships matter even more.

"You need to do whatever you can to help. I try to bring integrity to the job. If I mess up I try to make it right. I give my customers the best possible product, and I'm always completely honest. Honesty has its way of coming back around to help you," Reuben says.

The agronomy business at Farmer's Elevator has grown tremendously over the years, and that's given his seed sales a boost. When you do right by farmers with their fertilizers and pesticides, doors open to conversations about what should go in the ground.

When Reuben isn't working, he's busy. There's plenty to do outside of his day job.

As president of the Fond du Lac County Farm Bureau, he recently formed a committee to plan the Farm Bureau's 100-year anniversary in 2020. He's an elder on the Board of Elders at his local church. If he wants more exercise, he has seven grandchildren to spoil. And then there's cards. Reuben truly loves to play cards with friends.

"I'm grateful for the loyal customers we have, my friends, my church, my wife and family. My wife and I have been married for 50 years. I see nothing but more good things coming from Dairyland Seed," says Reuben. "My goal is to just keep doing what I'm doing."

Happy, hard-working and humble Reuben Hopp seems an ideal definition of success.



**REUBEN AND BETTY'S SEVEN GRANDCHILDREN, ALONG WITH A FRIEND, GATHER IN THE CATTLE BARN AT A MINNESOTA COUNTY FAIR.**

# HybriForce-4400™ Outyields Competition in Annual HAY Plot Summary

BY SARA HAGEN, FORAGE LEADER

Since 2000, the Hybrid Alfalfa Yield (HAY) program has allowed Dairyland Seed to test alfalfa under real-world conditions and scenarios by collaborating with alfalfa growers to capture performance data that reflects realistic differences in growing conditions, cutting schedules, soil demographics, weather, and wheel traffic. This type of variability shows true field performance expectations, especially for innovative products.

HybriForce-4400™ is the newest reason to be proud to plant Dairyland Seed. The fourth generation of hybrid alfalfa using msSUNSTRA® hybrid alfalfa technology was officially launched at World Dairy Expo this past October but has been tested in our on-farm plot system since 2017 where it has amassed an incredible 10.4% yield advantage over competitors in 174 head-to-head comparisons. This impressive field performance is further supported by its 8.33% milk per acre advantage in alfalfa plots and 5% yield increase above HybriForce-3400™ in over four years of research testing.

Thanks to the data gathered in the HAY plot program, we can see that HybriForce-4400™ is a broadly adapted alfalfa that performs across a wide range of environments – providing impressive yield advantages while maintaining excellent forage quality. This one-two punch delivers increased profitability in a challenging agricultural economy and restocks diminishing hay inventories after consecutive wet growing seasons. Additionally, the unseasonably wet conditions showed the aggressive seedling establishment possible with HybriForce-4400™.

This tall, dense, leafy plant is an exciting new release that not only raises the bar in yield potential, but is also an absolute leader in milk per acre. As a racehorse style of hybrid alfalfa, it excels in the seeding year and provides exceptional return on investment. HybriForce-4400™ boasts additional Aphanomyces protection over HybriForce-3400™ to complement its already great disease package offering.

The introduction of HybriForce-4400™ marks the continuation of routinely releasing higher yielding alfalfa hybrids in order to provide value to customers to ensure long-term success. Visit the Dairyland Seed website to view all of the 2019 on-farm data [www.dairylandseed.com/yield-data/alfalfa/](http://www.dairylandseed.com/yield-data/alfalfa/) and the full line-up of available alfalfa products [www.dairylandseed.com/products/alfalfa/](http://www.dairylandseed.com/products/alfalfa/).

2019 Hybrid Alfalfa Performance Summary						
On-Farm HAY Program (Hybrid Alfalfa Yield)						
All Cuts at All Locations vs. Non-Dairyland Seed Varieties						
174 total comparisons for HybriForce-4400™ from 2017-2019						
Competitor/ Company	Yield Advantage <sup>1</sup>	Wins <sup>2</sup>	Losses	Out Of	Win % <sup>3</sup>	Extra \$ Value/Bag <sup>4</sup>
ALL	10.4%	125	49	174	71.8%	\$1010.06
HVX	11.6%	71	25	96	74.0%	\$1130.86
RR	11.2%	86	28	114	75.4%	\$1088.51
CONV	8.9%	39	21	60	65.0%	\$860.99
ADVANTAGE VS COMPETITIVE BRANDS						
CROPLAN	11.3%	42	7	49	85.7%	\$1100.51
DEKALB	2.7%	5	6	11	45.5%	\$ 262.53
LEGACY	9.5%	20	10	30	66.7%	\$ 925.10
NEXGROW	10.3%	11	3	14	78.6%	\$1005.72
WL	9.5%	22	6	28	78.6%	\$ 920.99
<b>ALL</b>	<b>10.4%</b>	<b>125</b>	<b>49</b>	<b>174</b>	<b>71.8%</b>	<b>\$1010.06</b>

<sup>1</sup>“Yield Advantage” is the average percent forage yield advantage of HybriForce hybrid alfalfa products versus the competitive check variety when comparing all head to head cuts

<sup>2</sup>“Wins” indicates the number of cuts that HybriForce hybrid alfalfa products yielded more than the competitive variety and “Losses” indicates the number of cuts that HybriForce hybrid alfalfa products yielded less than the competitive variety.

<sup>3</sup>“Win%” is the percentage of the head to head cuts that HybriForce hybrid alfalfa products yielded more than the competitive variety.

<sup>4</sup>“Extra \$ Value/Bag” is calculated using the following formula: (Adv) x (5 DM Tons Per Acre) x (4 Years in Production) x (\$175 Hay Price) x (50 lbs of seed per bag/18lbs of seed per Acre)



# 2019 YIELDMASTER CONTEST RESULTS

National Corn Yieldmaster: Robert McLane			
<b>ILLINOIS</b>			
1st	Robert McLane	DS-5018Q™	296.90 bu/a.
2nd	Jason Yakey	DS-562XRR™	284.02 bu/a.
<b>INDIANA</b>			
1st	Edward Boggs	DS-5329AM™	266.00 bu/a.
2nd	Rick Brummett	DS-5319AM™	241.21 bu/a.
3rd	Jared Cordes	DS-4018AMXT™	206.89 bu/a.
<b>MICHIGAN</b>			
1st	Tim Miller	DS-9508RA™	271.23 bu/a.
2nd	Don Martin & Sons	DS-4018AM™	257.53 bu/a.
3rd	Todd Benjamin	DS-4318AMXT™	257.23 bu/a.
<b>NORTHERN MINNESOTA</b>			
1st	Jim Ternus	DS-9686™	219.96 bu/a.
2nd	Dale Vouk	DS-3519AM™	190.25 bu/a.
<b>SOUTHERN MINNESOTA</b>			
1st	Irvin Schansberg	DS-9508RA™	285.97 bu/a.
2nd	Burr Oak Farms	DS-3810Q™	254.93 bu/a.
3rd	James Kellogg	DS-3810Q™	224.66 bu/a.
<b>NORTH DAKOTA</b>			
1st	Joel Anderson	DS-3518AM™	242.10 bu/a.
2nd	Ken Kellogg	DS-9791RA™	178.45 bu/a.
<b>SOUTH DAKOTA</b>			
1st	Jeff Neuharth	DS-3030AM™	232.22 bu/a.
2nd	Cory Cole	DS-3715AM™	220.92 bu/a.
3rd	Todd Whempner	DS-4018AM™	216.30 bu/a.
<b>WISCONSIN</b>			
1st	Dan & Cheryl Johnson	DS-4580Q™	273.42 bu/a.
2nd	Robert E. Funk Farm, Inc.	DS-9508RA™	259.11 bu/a.
3rd	Hildebrandt Family Farms Al and Karen Hildebrandt	DS-4318AMXT™	253.79 bu/a.

**Early Zone Yieldmasters**  
**Corn: Burr Oak Farms**  
**Soybeans: Robert Staudinger**

Multi-year and multi-location information is a better predictor of future performance. Hybrid and variety responses are variable and subject to any number of environmental, disease and pest pressures. Refer to an authorized dealer for the latest and complete listing of traits and score for each product. All products are trademarks of their manufacturer.

National Silage Yieldmaster: David Wald			
<b>INDIANA</b>			
1st	Travis Yates	HiDF-3211RA™	37.20 t/a
<b>MICHIGAN</b>			
1st	Burke Larsen	HiDF-3702-9™	31.60 t/a.
2nd	Kevin Luchies	HiDF-3808RA™	24.33 t/a.
<b>MINNESOTA</b>			
1st	Garrett Wardwell	HiDF-3211RA™	37.15 t/a.
2nd	Jeff Kitzman	HiDF-3211RA™	31.71 t/a.
3rd	Gorentz Dairy	HiDF-3702-9™	30.19 t/a.
<b>NORTH DAKOTA</b>			
1st	David Wald	HiDF-3510RA™	38.58 t/a.
2nd	Keith Suchy	HiDF-3915SSX™	37.56 t/a.
<b>SOUTH DAKOTA</b>			
1st	Bill & Eric Mueller	HiDF-3510RA™	30.23 t/a.
2nd	Spink Colony	HiDF-3413™	29.89 t/a.
3rd	Cory Rislov	HiDF-3211RA™	29.18 t/a.
<b>WISCONSIN</b>			
1st	Ripp Enterprises LLC	HiDF-3510SSX™	32.69 t/a.
2nd	Stan Meinnert	DS-4318AMXT™	32.09 t/a.
3rd	Murph-Ko Farms	HiDF-3407RA™	29.03 t/a.

National Soybean Yieldmaster: Richard Wilkening			
<b>ILLINOIS</b>			
1st	Richard Wilkening	DSR-2555E™	89.00 bu/a.
2nd	Robert McLane	DSR-2555E™	84.93 bu/a.
<b>MICHIGAN</b>			
1st	David & Joel Ruczynski	DSR-2110R2Y™	72.02 bu/a.
<b>SOUTHERN MINNESOTA</b>			
1st	Irvin Schansberg	DSR-2110/R2Y™	74.75 bu/a.
2nd	Mark Legare	DSR-2030E™	68.10 bu/a.
<b>NORTH DAKOTA</b>			
1st	Luke Anderson	DSR-0929LL™	66.10 bu/a.
2nd	David Wald	DSR-0929LL™	53.60 bu/a.
<b>WISCONSIN</b>			
1st	Dan & Cheryl Johnson	DSR-2330R2Y™	84.62 bu/a.
2nd	Robert Staudinger	DSR-1721R2Y™	74.80 bu/a.



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## 2020 Shipping Season - Trucks Are Rolling

BY LARRY STERR, DAIRYLAND SEED LOGISTICS LEADER

The 2020 shipping season is upon us, and my department is ready to serve any need that you may have when it comes to receiving your seed order for this season.

We have started to ship loads out for the year and would like to take the opportunity to schedule your order. The sooner you take delivery of your order the more likely you are to receive exactly what you ordered at the beginning of the year as we have a good stock of seed in all warehouse locations.

As the Distribution Department schedules your trucks for delivery, you will receive the initial phone call to inform you of the date/time and will also receive a text message (if signed up) 24 hours prior to the delivery. The text message will come from 262-297-4272 and the message will read - "Dairyland Seed delivery reminder - AM or PM - Driver will call ahead".

If a last-minute problem should occur (weather, appointments, etc..) you are able to reply to the text to

postpone your delivery to a later date. We will have a general mailbox that these replies are sent to, so we may make the necessary adjustments to your delivery. If your delivery is scheduled for a Monday, your message will be sent to you on a Friday, otherwise expect the message the day before.

If a problem occurs on Dairyland Seed's end such as inclement weather or truck problems, you will receive an additional text message or phone call regarding the status of your delivery.

If you are currently not signed up to receive these text messages, we can certainly add you to the text messaging list. Please contact Diane Kiel at the Dairyland Seed office at 262-626-3666 or you can email her at [dkiel@dairylandseed.com](mailto:dkiel@dairylandseed.com)

If you experience any problems throughout the year with your deliveries, feel free to email me at [lster@dairylandseed.com](mailto:lster@dairylandseed.com) or call my cell at 262-707-7530. Thanks, and have a great season.

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Enlist E3™ soybeans were jointly developed by Dow AgroSciences and MS Technologies.

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