

# NuTech News

october 2016

## UNCERTAIN TIMES PROVIDE OPPORTUNITY FOR SOUND ADVICE

by gene kassmeyer

Agriculture typically has ebbs and flows when regarding economic outlook each year, mostly due to commodity price swings along with the main input costs such as land, labor and fuel. At the present time, we find ourselves in 'cash flow' challenged times as most farmers find themselves in average to above average financial health but lacking 'readily available cash' until they sell some grain.

The knee-jerk reaction for 2017 would be to dramatically reduce input costs, right? Reduce or eliminate fertilizer applications and possibly put yield potential, late-season plant health, or standability at risk? I wouldn't, I would just be smart about where, how much, and the timing of how you apply your fertilizer in 2017. Cut rates or eliminate a mode of action in your herbicide program? Increased weed pressure will put yields at risk, upset your landlord(s), potentially slow harvest, and add to your seedbank for future weed pressure. I would spend a little more time understanding your weed spectrum and seek the best control for the cost. Plant a seed brand or products you are not familiar with or

'sounds too good to be true'? Not for me. The list can go on and on. There are sound ways to reduce input costs or help cash flow like maximizing program discounts, deferred payment options to help cash flow, planting seed with only the 'needed' traits for your operation/fields, or possibly making minor adjustments to management decisions when yield potential is not at risk.

I have a friend that works for a large corporation that has struggled to hit their top line numbers over the last few years and they find themselves in a spiral of trying to 'save their way to profitability' each year. The business continues to shrink and the pressures continue to increase. I keep telling him to focus more on hitting the top line number first and be smart about how to manage costs. Everything else will fall into place. It's no different in Agriculture. *(continued on next page)*



## SOYBEAN CROP OUTLOOK TODAY AND BEYOND

by steve sick

As we turn the calendar to October, a season of change is upon us. The leaves change color and begin to fall, we are approaching the midway point in college football and combines begin rolling across fields from east to west. Even though some areas experienced unusually heavy disease pressure, the 2016 soybean crop is poised to top last year's record harvest.

With commodity prices expected to remain flat for the foreseeable future, it is more important than ever to maximize and protect every acre of your farm. One way growers can achieve their 2017 yield goal is by protecting every seed they plant with SmartCote® Supreme. SmartCote Supreme uses the power of ILeVO® from Bayer® SeedGrowth to suppress and reduce yield losses caused by Sudden Death Syndrome. Check out NuTech Seed's website, [www.yieldleader.com](http://www.yieldleader.com) for more details on how Smartcote Supreme can help you maximize every acre in 2017.

As new technologies begin to hit the marketplace, NuTech Seed is not forcing growers to make a choice, NuTech is offering choices for growers. Our crystal ball shows LibertyLink® is the technology of choice and we are planning an extensive production plan to accommodate this demand. High performing varieties, a neighbor friendly alternative herbicide option, first class defensive traits and a good price position are just a few reasons to plant NuTech varieties with the LibertyLink trait. Don't let weeds control you, take control with Liberty®.

As with most other year's, 2017 brings excitement, challenges, and the prospect of another record harvest. Be an integral part of that record by planting high yielding soybean varieties from NuTech Seed. Who knows, you may get your name in NuTech Seed's record book and be a part of history.

Have a safe and prosperous harvest.

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*(continued)*

Uncertain times provide opportunity for leadership, opportunity to help folks with sound advice, and opportunity to grow your business if you stay focused on the details. In the seed business, this could not be any more true than in 2017. Most growers are experiencing very good yields this fall, but the focus seems to be in input costs as opposed to maintaining or growing the top-line production. What an opportunity we find ourselves in, as we can help our customers with sound advice, good program offers, and some of the best products available in the industry today. Our results prove the point!



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REGISTRATION DEADLINE:  
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# BREAKING BARRIERS



## 2016 KICK OFF MEETINGS

The 2016 Dealer Kick Off meetings were a HUGE success! This year NuTech Seed did things a little differently and combined our meetings into 2 large meetings in Kansas City and Chicago. Dealers had a taste of the city life as they attended a dinner cruise on Lake Michigan, cheered on the Royals in Kansas City and were able to see tourist sites of the Midwest. The theme this year was "Breaking Barriers". NuTech Seed has definitely shattered many barriers this year and is looking forward to the 2017 sales season!



## CONGRATULATIONS TO ERIC GOOCHEY FOR HIS M.V.D. AWARD!

If you know of a NuTech Seed Dealer who you think deserves the M.V.D. award, please let us know by emailing [marketing@nutechseed.com](mailto:marketing@nutechseed.com) with your nomination.