INSECT PROTECTION HIGHLIGHTS

- Lumisena™ fungicide seed treatment
- Gaucho® insecticide seed treatment

INGREDIENTS FEATURE

- Thoroughly fungicide seed treatment
- Thoroughly insecticide protects against early season insect feeding from overwintering

PROTECTION HIGHLIGHTS

- Lumisena fungicide provides best-in-class protection against Phytophthora
- Lumisena fungicide seed treatment provides extra demonstrated a +2.0 bu/a at Reducing leaf feeding and risk of late-season bean pod mottle virus pathogens, activates roots’ natural defense, improving nutrient uptake for nodulation

MEET TEAL MILLS, 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.

Erik Solberg
Eastern Product Agronomist

Our team is focused on broader pest protection, including early-season insects. The Inoculant 120+ extender protects against Phytophthora, Pythium, Fusarium, Rhizoctonia and Phomopsis. Using Gaucho® insecticide seed treatment, Hoegemeyer’s foundation starts with Lumisena™ fungicide seed treatment for best-in-class protection against soilborne and foliar diseases.

Protect your seed investment.

PLANT WITH CONFIDENCE

To ensure your soybeans have the best protection this spring, contact your local Hoegemeyer dealer.
NEW GENETICS ENABLED BY THE RIGHT TRAITS PACKAGES

The 2019 growing season proved to be a successful launch year for our new triple stack trait package – Grome® products. Hoegemeyer's key Grome 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 Grome insect and herbicide trait package.

Let's learn about featured NEW Hoegemeyer products:

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<tr>
<th>Product</th>
<th>Description</th>
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<tr>
<td>90 RM – 6334 AM</td>
<td>Impressive yield performance while bringing good tolerance to Northern Leaf Blight and Goss's Wilt, and high test weight</td>
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<td>98 RM – 6894 Q</td>
<td>Yield, solid disease tolerance, and ear flex for high performance across the board</td>
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<tr>
<td>107 RM – 7772 Q</td>
<td>High top-end yields, strong roots, and excellent emergence makes this a great fit for Iowa soils</td>
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<tr>
<td>110 RM – 8085 Q</td>
<td>Excellent yield potential, agronomics, and silage use to a broad set of acres</td>
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<tr>
<td>112 RM – 8233 AM</td>
<td>New Optimum® AQuiaMax® product with good standability, works across a wide range of environments and management practices</td>
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<tr>
<td>112 RM – 8269 Q</td>
<td>Top-end yield potential for high management systems</td>
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<tr>
<td>111 RM – 8186 Q</td>
<td>Leader product that brings excellent yield potential, agronomics, and silage use to a broad set of acres</td>
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<tr>
<td>90 RM – 6334 AM</td>
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For SUCCESS PLANTING:

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.

THE RIGHT SEED FOR CLEANER FIELDS AND HIGHER YIELDS

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 tried Hoegemeyer brand E3 soybeans in 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 soy residual herbicide only lasts ~45 days so by the time we plant, we only have about 30 days of residual activity left. When spraying Enlist™ 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 grown options for every field.

3. NEIGHBOR FRIENDLY: With near-zero volatility and reduced potential for physical drift, Enlist® herbicides featuring 2,4-D and glyphosate are designed to land and stay on target. Enlist E3 soybeans are compatible with nearly 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 with 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, Dicamba, and 2,4-D. So, if you are dealing with glyphosate-resistant Palmer amaranth, waterhemp, mesleaf 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 about how to learn more about Enlist E3 soybeans can fit on your acres.