



Issue 3 Volume 4

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MISSION STATEMENT

WFS is to be a member-driven provider of quality goods and services, operating with honesty, integrity, and open communications, positioning for growth so that we can be a financially strong cooperative.



Tim Gehling
Truman/Northrop Area Field Marketer

Taking a Look at Agronomics

Planning for next year's cropping season begins by deciding this winter and spring what types of hybrids and agronomic products to select. There may be questions out there such as: What maturities should I plant next year? What hybrids did the best in the 2009 cropping season and will they yield as well in 2010? What should the planting population be for next year? What should I apply for chemicals and fertilizers? How can I be more profitable?

As we all need to keep in mind, no one year is like another. No one would have predicted that our 2009 crop year would have turned out the way it did. With an unusual cool summer, 2009 continued with unfavorable conditions into fall with nonstop rain. Then in November, we saw sunshine and warm conditions, followed by a blizzard in the early part of December. With this said, it is wise to plan and manage as if the best year will be in 2010. It is sensible to always plant a number of different hybrids and maturities to help broaden your risk on any given year.

While choosing seed, keep in mind there are many factors that should be kept in consideration. By using the R⁷ Placement Strategy and help from your WFS Field Marketer, we can properly place the correct hybrid in your field so that we maximize your net profit per acre. Every hybrid has an extremely high yield potential, if it's placed correctly.

It's extremely important to place the correct genetics of a hybrid in the correct field. Some hybrids can handle light, hilly ground with low fertility and do well, while another hybrid can fail miserably on that same piece of ground. Genetics are very important and can affect the top-end yield negatively if placed in an unfavorable environment. Some female genetic families include: High Yield, High Yield/Late Health, High Yield/Early Health, and Early Health. Some male genetic families include: Northern, Southern, Eastern, and Western. By placing the right genetics on the right acres, there can be an increased profit for your operation. Every hybrid has a correct environment enabling it to reach its full potential.

With the amount of corn that was high in moisture content this fall, I am sure some of you will be thinking about planting more of your acres to an earlier day corn hybrid. This should not necessarily be the case. As I had mentioned earlier, every year is different and the best way to manage an operation is to spread the risk. Analyzing your operation's harvest cycle will help with picking the correct maturities and managing drying costs while obtaining your highest net profit per acre.

Some hybrids respond well to high seed populations while others do well with less (fixed versus flex ear hybrids). Fixed ear hybrids make the same sized ear, regardless of plant population. With this as the case, fixed ear hybrids respond well to increased populations and will give the extra yield increase if fertility and rainfall are not the limiting factor. Flex ear hybrids can make longer or girthier ears when plants are in less competition with each other by reducing plant populations. Flex ear hybrids work very well in higher stress situations.

With a lower population, less rainfall and fertility is required. However, using a fixed ear hybrid with the correct population, fertility, rainfall, and other agronomic products present, should win any test plot. By utilizing both types of hybrids, growers can mitigate risk and plant the correct hybrids in the correct environment.

Along with increased populations and high yield goals, there are new products available to help obtain the yields and preferred stalk qualities. This past summer, I was an intern involved with seed treatments and micronutrients for Winfield Solutions. The main products I evaluated during my internship were Advanced Coating Zinc, Ascend®, and MAX-IN® products. I spent the summer in multiple locations throughout Minnesota, South Dakota, and Iowa evaluating the agronomics of the corn that had these products applied.

Ascend® is a new product that showed extremely positive results this summer. It is a growth regulator that promotes early growth, especially in stressed environments when other untreated corn is having a tough/slow time growing. It can be applied with an in-furrow application along with zinc and starter fertilizer. The most positive results were when Ascend® and a zinc treatment (Advanced Coating Zinc or zinc with starter fertilizer) was applied with the seed. Advantages that I evaluated included quicker and more vigorous emergence, larger root masses, larger root sizes, improved stalk qualities, and hastened maturity. With a larger root mass, the plant will be more efficient with water and nutrient uptake. Ascend® also quickened the maturity, which adds huge potential towards both yield and dry down abilities. Ascend® can be a very helpful product in stressed environments as well. Try a side-by-side of Ascend® with an in-furrow application and see how it can benefit your operation!

In 2010, all CROPLAN GENETICS® seed corn will be coming with the Advanced Coating Zinc treatment. The corn seedlings have such small roots as they germinate that by placing zinc right on the seed, we have seen very beneficial and positive results. Some of the benefits include increased seedling vigor, faster root growth, increased yields, less deficiencies in zinc, and helping the flow-ability of the seed in the planters at no additional costs to the seed price. Although this is one zinc treatment, it is not sufficient enough for the entire growing season. The Advanced Coating Zinc helps get the seedlings off to a good start, but more zinc should be applied. Two great options are either a starter fertilizer with liquid zinc or a foliar application of MAX-IN® ZMB; both can have the same positive effects.

Micronutrient applications have been proven to increase yields where found deficient. First of all, the essential nutrients (NPK) have to be accounted for before thinking about applying micronutrients and expecting a yield increase. Tissue samples are the best way to see if there is a problem in your field before the signs are visible and already are too late to fix. MAX-IN® ZMB helps give corn the needed zinc, manganese, and boron which can be applied in the same application as glyphosate. With the proper fertilizing plan put in place, products such as MAX-IN® ZMB can help bring the top-end yield punch to your fields. Other products such as MAX-IN® Manganese (soybeans), MAX-IN® Beans (soybeans), and MAX-IN® Alfalfa (alfalfa) are also available.

With a diverse line-up of products available and a strong agronomy team, your WFS Field Marketer can help place the correct products and seed on the correct acre maximizing your profits. Starting the New Year with the right agronomic decisions in place can make 2010 a great one! ■

ANSWER PLOT
Ascend® MAX-IN®

R7™ Placement Strategy

- The Right Genetics for
- The Right Soil Type at
- The Right Plant Population in
- The Right Cropping System with
- The Right Traits fed
- The Right Plant Nutrition defended with
- The Right Crop Protection

R7™

WINFIELD



Every DEKALB® DKC Corn Product is as Unique as You are.

The unique combination of genetics you find in a DEKALB® DKC bag is not found in another seed brand's bag. Each DEKALB DKC corn brand contains a combination of genetics that are exclusive and unique to the DEKALB brand. That's why DEKALB farmers can—and do—confidently manage their risk by growing only DEKALB brand corn products in their fields.

The Benefits of DEKALB Breeding and Exclusive Genetics Include:

- Improved yield potential, faster dry down and more stress and disease tolerance as a result of accessing one of the largest global germplasm pools.
- Diverse genetics from around the world means a wide selection of products so farmers can match the right products to their varying growing conditions.
- Confidence that exclusive DEKALB genetics will not be found in another seed brand's bag.

DEKALB® researchers develop and use advanced breeding techniques to help develop new genetics with high yield potential and disease resistance efficiency through automation. New technologies accelerate the rate of genetic gain and increase the speed of bringing genetic breakthroughs to farmers.

By combining technologies such as genetic markers with a large yield testing system, DEKALB researchers can increase the probability of finding the best germplasm from global sources. In addition, the use of breeding stations across the globe allows promising genetics to be grown up to four times in a single calendar year. As a result, better seed is being identified faster than at any other time in agricultural history.

With the tools of biotechnology, genetic sequences are being identified that code for a desirable benefit, such as disease tolerance. Using molecular markers, the disease tolerance gene(s) can be rapidly introduced into the highest yielding genetics available.

In addition to using new tools to develop new genetics, DEKALB researchers use many of the same types of tools to introduce biotechnology traits that help protect the yield potential of those genetics. DEKALB genetics are integrated with the newest Genuity™ traits, such as Genuity™ SmartStax™, throughout the breeding process so the highest-yielding genetics are also available with the protection traits that farmers want. DEKALB has been a leader in this area for years with traits such as Roundup Ready® Corn 2, YieldGard® Corn Borer and YieldGard VT Triple®.

Inside every single DEKALB DKC brand seed bag is a unique product that incorporates exclusive genetics, advanced breeding techniques, innovation trait integration and the potential for maximum yield performance. ■

Proven Yields, Proven Leaders

If your neighbor was to walk up to you and ask you if you were planting the best hybrids on the market today what would you tell them? Of course you are planting the best hybrids on your fields, but have they proven themselves out in the marketplace year after year?

If you have been buying seed from WFS you can be certain that you have planted hybrids which are the leaders in the seed industry. Whether it is emergence, dry down, standability, or just plain yield, WFS takes pride in the products we sell.

WFS uses focus hybrids from CROPLAN GENETICS®, DEKALB®, and NK® to prescribe a diverse portfolio for your farms, helping to achieve the greatest success year after year. The following are a few of our focus corn hybrids for 2010:



Chris Beyer
New Richland Area Field Marketer

3424VT3 Croplan Genetics (95 day)

GT=HY.ur.x N.w.

- Female of 3724 combined with the high-yielding male of 5338.
- Female adds root size, early flowering and rapid dry-down.
- This male brings high yield potential, strong heat tolerance, very good test weight and a strong disease package.

3514VT3 Croplan Genetics (97 day)

GT=HY.eh.x N.

- High yield on best soils with aggressive fertility.
- Excellent roots, stalks and seedling vigor, with very good test weight and drydown.
- Fixed-ear type requiring higher populations.

4338VT3 Croplan Genetics (100 day)

GT=HY.UR.x N.w.

- Combines the high-yielding male of 5338 with a new female.
- Crosses the female in 3724 with the female used in 491.
- Strong yield, drydown, standability and agronomics along with very good disease tolerance.
- Medium plant height and ear placement.

421VT3 Croplan Genetics (101 day)

GT=HY.Ih.x N.

- Exceptional yield driven by consistent long ears at high populations; excellent test weight.
- Female adds strong seedling vigor and early-season growth.
- Strong yield on black, high-organic-matter soil types or irrigated sands with narrow rows and high populations.

4421VT3 Croplan Genetics (101 day)

GT=HY.Ih.x N.W.

- Yield-driven female of 421 combined with a new girthy-eared Northern/Western male.
- Medium-short plant; medium ear placement with a fixed, girthy ear requiring medium to high populations.
- Excellent roots and drought tolerance for the western Corn Belt.

5237SS Croplan Genetics (102 day)

GT=HY. X N.

- Strong heat and drought tolerance, and exceptionally strong silking under stress.
- Strong top-end yield with consistent performance across all soil types and tillage systems.

DKC48-37 VT3 (98 Day RM)

Strengths:

- Good emergence and seedling growth.
- Excellent roots & stalks for late season standability and intactness at harvest.
- Excellent drydown & test weight.

Placement Considerations:

- Adapted over a wide range of soil types and crop rotations especially continuous corn.
- Responds to higher plant populations especially in high yield areas.
- SilageProven hybrid with excellent tonnage & quality.
- Above average drought tolerance.
- Earlier flowering hybrid for maturity.

DKC50-35 VT3 (100 Day RM)

Strengths:

- Good emergence and seedling growth.
- Excellent roots & stalks for late season standability and intactness at harvest.
- Exceptional yield potential.

Placement Considerations:

- Focus placement on rotated acres in high yield environments.
- Good ear flex but also responds to higher plant populations in high yield areas.
- Flowering date is earlier than DKC50-44 VT3 & later than DKC50-66 VT3.
- Average drought tolerance.
- Medium plant height & medium ear placement.
- Improved yield potential over DKC50-44 VT3 & DKC52-59 VT3.
- 2 points drier than DKC50-44 VT3 & 1 point drier than DKC52-59 VT3.

DKC52-59 VT3 (102 Day RM)

Strengths:

- Good emergence with excellent seedling growth.
- Excellent roots with average stalks.
- Excellent drought tolerance.
- Outstanding drydown.
- Exceptional yield potential.

Placement Considerations:

- Focus placement on rotated acres in high yield environments.
- Silage Proven hybrid with very good tonnage & quality.
- Good ear flex at lower plant populations.
- Earlier flowering date.

N37D-3000GT (97 Day RM)

- Dependable hybrid with Excellent Yield Performance.
- Stable performance across environments.
- Solid agronomics include strong roots and emergence.
- Good drought tolerance with excellent drydown.

WFS is pleased to offer a variety of hybrids that will meet or exceed your expectations. They not only produce exceptional yield; they produce quality grain with excellent test weight with a lower moisture level than most of the hybrids on the market today. WFS takes pride in knowing that the seed we sell will meet or exceed our customers' expectations next fall. Having a hybrid that performs year after year means more than trying to find the highest yielding one every year. Contact your WFS local field marketer for 2010 seed pricing and programs.





Kelly Grams
WFS Grain Merchandiser/GPPS
Advisor

Dry Down, Something to Watch for When Purchasing Seed Corn?

Farmers seem to be searching harder than ever for ways to save on inputs and gain on yields. Those two areas, along with good marketing, have and will continue to lead farmers into the next generation of agriculture. Crop farming has always stemmed from the first seed in the ground to the last stalk harvested and that probably won't change. So how important is your seed purchasing decision as a farm operator? I would suspect most would say incredibly important, especially after a year like we had in 2009. Producers across the territory ran into issues with wetter corn on many corn hybrids this season.

The cool spring and summer season led to delayed growing degree days as well as an early frost. Some varieties were cut short from making black layer. Our cool season led to wet corn, light test weight, and most significantly of all, an increase in drying costs. It's time to look back and see just how much some of the "cheaper" seed really cost your operation in the end when you factor in drying costs. Some may think that going out and planting an earlier maturing corn may be the answer to better early season dry down, but this past year could be a 1 in 10 season for producers.

Below are some formulas used to figure out drying costs:

Corn Moisture	Shrink	Drying	Total (cents/bu)
17.00	.0980	.1100	.2080
17.20	.1078	.1210	.2288
17.40	.1176	.1320	.2496
17.60	.1274	.1430	.2704
17.80	.1372	.1540	.2912
18.00	.1470	.1650	.3120
18.20	.1568	.1760	.3328
18.40	.1666	.1870	.3536
18.60	.1764	.1980	.3744
18.80	.1862	.2090	.3952
19.00	.1960	.2200	.4160

Drying cost (cents/pt/bu) = [LP gas price (\$/gal) x 0.02] + [Electricity Price (\$/KWH) x 0.01] + drying system cost [yearly depreciation divided by bushels dried] + labor costs of loading/unloading

Bushels/Acre to pay drying cost = [Drying cost (cents/pt) x Number of pt of moisture to dry x Yield (bu/a)] / Corn Price (\$/bu)

Drying cost = \$.0367 cents/pt/bu
Corn Price = \$.350/Bu

Yield(Bu/A)	Points of moisture per bushel				
	1	2.5	5	7.5	10
100	\$3.67	\$9.18	\$18.35	\$27.53	\$36.70
125	\$4.59	\$11.47	\$22.94	\$34.41	\$45.88
150	\$5.51	\$13.76	\$27.53	\$41.29	\$55.05
175	\$6.42	\$16.06	\$32.11	\$48.17	\$64.23
200	\$7.34	\$18.35	\$36.70	\$55.05	\$73.40

Yield(Bu/A)	Points of moisture per bushel				
	1	2.5	5	7.5	10
100	1.05	2.62	5.24	7.86	10.49
125	1.31	3.28	6.55	9.83	13.11
150	1.57	3.93	7.86	11.80	15.73
175	1.84	4.59	9.18	13.76	18.35
200	2.10	5.24	10.49	15.73	20.97

Many factors can come into play that would change how this example would look. If the price of corn went up, that would in turn lower the number of total bushels needed to pay for a certain amount of moisture removal. LP and electricity expenses also play a key role in the cost of drying and the total number of bushels needed to pay for costs.

For producers, these variables are just a few that need to be managed throughout the year in order to mitigate risk and hopefully maximize a profit. Management for a growing season begins with the right seed and as shown in the example, it only takes a couple of points of moisture increase on a bumper crop of more than 200 bushels, to start costing a producer a significant amount of money per acre.



As you may remember, last summer we featured a "Stress Tent" at our Truman Answer Plot. This tent measured the response of different genetics in an environment absent of moisture as compared to the same genetics with normal rainfall. The pictures below show

how each of the hybrids with different genetic backgrounds and different trait packages responded to each of the environments. The tent was set up in early June. At that time there had been sufficient rainfalls and the soil profile was almost full giving the hybrids placed under the stress tent a favorable starting point. Each hybrid tested under the stress tent not only varied by genetic backgrounds and trait packages, but also varied by population comparing a 30K population vs. a 36K population. Both hybrids tested were 100-101 day hybrids that carried the same female but a different male. One of the males on Croplan Genetics 421 being a N. x E., which would be more prone to stress under drought like conditions, and the other male on Croplan Genetics 4421 being a N. x W., which would be more likely to positively

tolerate a stress brought on by drought like conditions because of its Western influence. The outcome was as follows: The hybrid that carried the Western influence on the male (Croplan Genetics 4421) tolerated the drought like conditions the best. In the case of Croplan Genetics 421 that did not handle the drought like conditions as well responded positively when combined with traits even under higher population densities. The end result is that when you combine the right genetics with the right traits and place them in the right environment a hybrid is able to better tolerate conditions when stresses occur and achieve maximum yield when conditions see fit, minimizing your risk and maximizing your profits.

421 100 day eh.lhxNe
4421 101 day eh.lhxN.W.

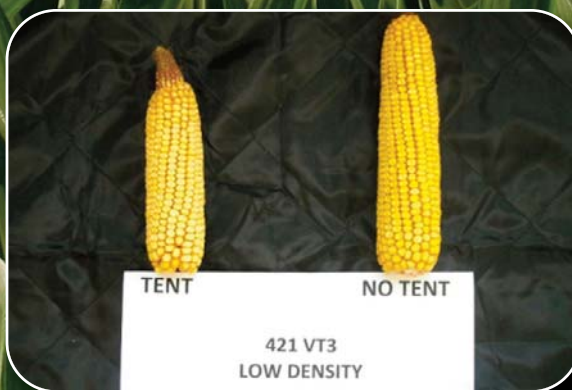
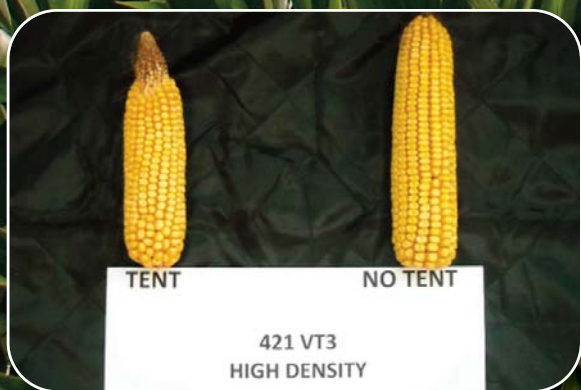
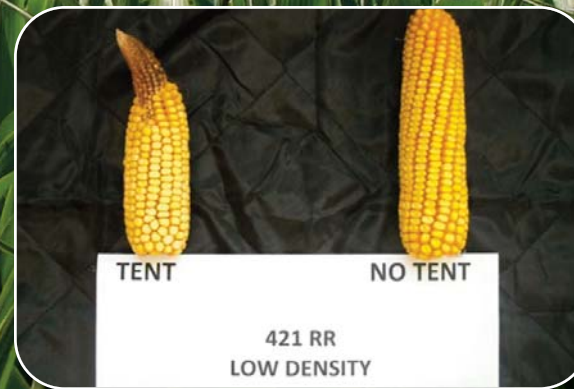
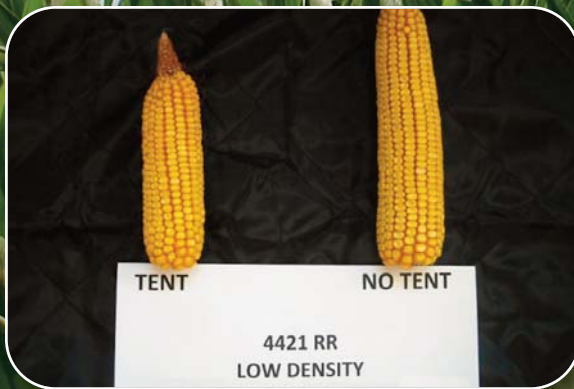
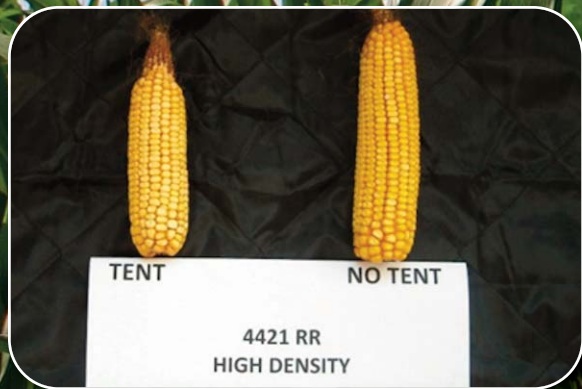


Figure 1



Kate Stenzel
Winnebago/Amboy Area
Field Marketer

Corn Aphids: Are they “sucking” profit from your crop?

As if dealing with aphids on soybeans hasn't been bad enough, now we must be scouting and determining a treatment on corn fields as well. In the past several years we have started to observe an increased population of aphids in corn fields. This had resulted in many questions and conversations including topics such as economic threshold and treatment, as well as many others. The realization of this pest infesting local corn fields has brought back haunting nightmares for many who went through the years of dealing with decisions to treat or not to treat their soybean fields for aphids. Many experienced substantial yield loss when hesitating or deciding not to treat, while others protected their crop and yield potential with the use of insecticides and seed treatments. While there seems to be less grey areas and hard decisions to treat or not to treat a soybean crop, the uncertainty of treatment and added expense is now back in our corn fields.

It is important to realize that the aphids that feed on corn are not the same pests as the aphids that attack soybeans. Unlike the soybean plant, many aphid species can be found on corn. In a study conducted in 2001, 13 species of aphids were identified that feed on corn foliage and roots in the United States. One of the most common leaf feeding aphids in corn is the Corn Leaf Aphid (Figure One). Corn leaf aphids are small, pear shaped and blue-green to gray. Usually they are wingless, but migratory, winged forms can be generated throughout the summer. The main diagnostic feature of aphids is a pair of cornicles that resemble tailpipes, towards the end of the abdomen. All aphids have a piercing-sucking stylet and feed on plant phloem, which is one of the types of tissue that transports nutrients in plants. This species of aphids do not overwinter in Minnesota, but rather migrate from the south each spring. This species prefers sorghum, but will feed on corn, barley, millet and many different grasses

Figure 2



The Bird Cherry-Oat Aphid (Figure 2) is another species of aphid that can be found on corn plants, but prefers wheat, barley, oats, rye, and triticale. Their body shape is pear-shaped and is more typical of aphids. They can be variable in color, ranging from yellow-green, olive-green or black. Often they have a rusty colored patch around the cornicles. Adults range from 1.2 – 2.4 mm in length. A distinct difference between the Bird Cherry-Oat Aphid and the Corn Leaf Aphid is that the Bird Cherry-Oat species has the potential to overwinter on chokecherry plants in the Iowa and Minnesota region.

Some corn hybrids appear to become more heavily colonized with aphid populations and they also seem to be tracking moisture stress. Drier fields or areas within fields are expressing higher aphid populations. Corn on corn is often more heavily infested due to greater moisture stress. However, aphids do not favor an environment where moisture stress is pushed to extreme levels. Corn at wilting point, for example, normally has few aphids present.

How do aphids damage the corn plant? Aphids excrete sugar-rich honeydew that can promote a sooty mold, which can reduce photosynthesis. Some aphids are also capable of vectoring plant diseases. Those species that vector disease are considered more economically important because low aphid densities can reduce quality and yield. Heavily infested plants will be discolored and stunted, and have curled and mottled leaves.

Scouting for either aphid species should start before tasseling. Corn leaf aphids generally start colonies deep within the whorl. Corn leaf aphids prefer the upper portion of the plant. It is generally believed that post tassel corn leaf aphids will not impact yield even with high populations. When scouting your corn fields stop at five locations and examine twenty plants. Examine the ear, leaves and stalk. Use a hand lens and look for an orange patch between the cornicles to distinguish the species. Be aware of beneficial insects, such as ladybeetles and lacewings.

Aphid populations often collapse dramatically through weather and natural enemies. It is also often not a cost-effective management decision to treat aphids after tasseling, because aphid populations will decline naturally. It is recommended that control may be considered only if populations are very heavy above the ear and photosynthesis may be impacted from sooty mold. Even then, the yield benefits of treating are uncertain. The best guidelines for warranting treatment are when aphid populations are large on drought stressed corn. Your decision can be based on these guidelines: Is the infestation 100 to 400 aphids per plant? Do they cover 50 percent of the plants? And, are the majority focused above the ear?

If you decide to treat, coverage and control are imperative and at the same time tough to accomplish in 8 – 10 foot tall corn. Remember to use as high a volume of water as possible to ensure the best possible coverage. Keep in mind that insecticide applications will remove beneficial insects as well. Also, poor coverage can lead to rapid population rebounds. Aphid problem fields are commonly found in drier areas, which are also ideal conditions typically for spider mites. Flaring of spider mites present in the lower canopy is also a concern when treating for aphids, so it may be wise to use an insecticide that provides spider mite control when spraying aphids in corn. ■



2009 WFS Answer Plot® Knowledge Events a Success!

Our WFS agronomy team would like to extend a big “thank-you” to our producers for taking the time to participate in one, or both, of our Answer Plot® Knowledge Events last summer! Over 100 producers braved the heat, wind and rain to be a part of helping find answers to some important questions, including: genetic placement by environment, benefits of seed treatment/inoculant studies, probable fungicide response by hybrid, hybrid response to populations (RTP), Zinc seed treatment on corn, and Ascend® in-furrow treatment on corn.

The date for our WFS Winter Answer Plot® meeting has been set for Friday, March 12, 2010 at the Holiday Inn in Fairmont, Minnesota from noon to 3 p.m. This is a valuable opportunity to review and evaluate what we learned in 2009, as well as ask questions and give suggestions for 2010. We are open to your ideas and look forward to hearing from you. Your suggestions can also be emailed to cstuder@wfsag.com. Event information as well as local plot data can be found on www.answerplot.com.

2010 WFS Answer Plot® Knowledge Event dates will be announced soon! Join us, get your hands dirty, and find answers to your high production or toughest acre questions. ■

Make Change Your Friend



Mark Karlsrud
AgQuest

December looked and felt like a story from my grandfather; a harvest that goes far into the Holiday season, the work ending when the ground froze and the last of the corn finally picked. What is left to be done must now wait until spring when the cycle of life begins again. It is a time of reflection and review. What worked? What did we learn

from this last year? What will likely be similar next year and what will change? Some would say that everything will change as another volatile year is coming our way. I am not sure that is really different than what we have been experiencing the last several years. In fact, I think this volatility is the new normal, I also think that change will really mean **CHANGE** and not be just an improvement that has been brought to market quicker.

Last year will be seen as one of separation, as neighboring farmers could have as much as \$500 per acre difference in net revenue depending on decisions made or not made. Did you sell? When did you buy? What type of insurance product did you choose? How well did you do in meeting your budget? How well did your plan work out? What are you going to do differently this year? How diversified are you? How much time are you spending on your risk management and business analysis? Good questions, yet how do you prioritize your time when addressing these areas?

The last two years have been brutal for anyone using corn as an input, nearly three-quarters of all corn raised in the United States goes into a value added chain; meat, milk, egg, and fuel production systems have been suffering extreme losses. Yet not everyone in those industries has the same future; they do have the same history. Corn

prices have ranged from \$2.50 up to \$7.00 per bushel; market prices have a factor of 2X during the same period. Production efficiencies may vary some. Each entity in these groups has a plan (some very detailed computerized spread sheets, others on a napkin or yellow pad). They are professional producers; all of them work hard and care about what they contribute to America’s food supply. So, what separates them? Execution - the \$500 difference is a result of an executed plan.

Making your plan can seem hard, but it is easy. For example: Improve earned net worth greater than 7 percent by December 31, 2010. Working your plan seems easy, but is really hard. The strategies and tactics required to achieve that growth are complex. They require daily attention and a periodic review of the current position relative to the goal. It takes raw courage and nerves of steel to take action when you have a plan, it can be just foolish when you act without a plan. Successes now are defined by how much we did not lose in some areas, plus how much we gained in others. We must make a **MARGIN** in order to succeed in making the plan.

Questions that I ask myself when sitting at the management table are: Do I know a good deal when I see one? And, how can I make the unknown, known? I attempt to remember it is not **HOW** we do something more often, it is **WHEN** we do something that determines our success. Who we have on our team, those people or organizations that we invite to the management table, are more important than ever before. In this volatile environment having a fully functional team is a key to executing your plan. With **WFS** and **Agquest** at your table you need fewer chairs. A smaller integrated team can be more responsive to quickly changing conditions.

In this time of reflection, review and renewal, I want you to consider several things. First, what seems hard can be easy. Make a plan for financial success in 2010. Second, review the people and organizations that you have at the

management table. Recognize that you do have a team. Be purposeful in using them to help your business achieve your plan. Third, consider making change your friend.

Ben Franklin once said, “*People are not afraid of change; they just don’t want to be changed.*”

I think he demonstrates in this phrase the difference between action and reaction. You can decide to change your business partners, your enterprise diversity, and your risk management plan in a proactive purposeful manner, **or** have it changed by reactionary consequences such as failing to recognize risks, enterprise losses, and business environment threats that endanger your current model and combination of operations.

Our agricultural environment has been shaped by Government interventions over many years. Those structures have changed dramatically in the last 36 months. Our ability to feast on export revenue has suddenly become a famine of price reductions. Having mountains of cheap corn over decades drove the consolidation of the livestock and fuel systems. This cheap ready supply of the key input accelerated specialization, dramatically increased production system size, reduced diversity, and increased risk.

If we wish to reduce the volatility and make the unknown, known, we must act differently. Doing it the same way and expecting a different result is the definition of insanity by Albert Einstein. Every day is a day for renewal for doing it different than the time before; make proactive change your friend! WFS and Agquest are ready to help. Our expertise, products and programs adapt with the conditions and business climate changes. We stay at the front of the “best practices curve” ready to join your management team. We invite you to stop in, have a coffee and visit us about joining your team. ■



(L-R) Shane Freese - WFS Seed Sales Manager, Jamie Jones - WFS Field Marketer, Cletus Rath, Brian Rath, Kenton Sonnenburg - WFS Energy Salesman.

WFS ANNOUNCES WINNER OF THE ANSWER PLOT® KNOWLEDGE EVENT FUEL SWEEPSTAKES

WFS is proud to announce that Cletus and Brian Rath (Rath Acres) of Easton were drawn as winners in the Answer Plot® Knowledge Event Sweepstakes from Winfield Solutions, LLC, the maker of AgriSolutions™ brand crop protection products and CROPLAN GENETICS® seed. The Answer Plot® Knowledge Event Sweepstakes was part of the 2009 "Seeing is Believing" national campaign. Winners were selected from each of the 135 Answer Plots® that are located throughout the country to receive \$2,000 in fuel vouchers from their local cooperative. Cletus and Brian entered the sweepstakes by attending the WFS Answer Plot® Knowledge Event held outside of Truman this past summer. WFS has been host to one of the few Answer Plots in Minnesota for the past six years.

The Answer Plot® program is used to dig deeper into seed placement and to gain insights and expertise that farmers can put to work in their field.

"Answer Plot® Knowledge Events are full agronomic tours demonstrating local expertise and insights in soil and weather conditions similar to those found in the area," says WFS Seed Sales Manager, Shane Freese. "In addition to being able to help our growers gain greater agronomic insight and increased profitability with their attendance to the Answer Plot® WFS is excited to be able to present one of our local farmers with \$2,000 in fuel vouchers."

This winter, WFS will host an Answer Plot® Winter Knowledge Event to review this year's growing season and prepare for the next. WFS Field Marketers will be available to meet with attendees to answer questions about the technology or the latest products, as well as to address each grower's unique field challenges. Upon request, they will also set up on-farm visits to work one-on-one with growers to develop customized crop production programs. The date for the Answer Plot® Winter Knowledge Event has been set for Friday, March 12 at the Holiday Inn in Fairmont, MN from noon to 3 p.m.

To find out more about the Truman Answer Plot® and the Answer Plot® Winter Knowledge Event, contact your local WFS Field Marketer or call 1-800-657-3282.

Answer Plot e-newsletter

Sign up for the **ANSWER PLOT ADVISOR**. It's loaded with crop management tips, Answer Plot® program updates, and assessments of current and future growing seasons that will provide you with the answers for your toughest acres.

Many of our patrons are currently receiving the Answer Plot Advisor via e-mail. To get signed up, please send your email address to cstuder@wfsag.com