

## 2024 YIELDS

It's been one for the record books. There were not many days this season where the crop was truly under stress, and WOW, did it show up in corn yields. Some interesting observations... Early corn emergence was good, but not great. Tar spot showed up early, but in the end wasn't nearly as aggressive as anticipated after residual activity was gone from the planned fungicide applications at tassel. And finally, when rainfall through July and August is adequate – todays modern corn hybrids make bushels. Lots of them! I had my first large acre strip plot (Herrick, IN) go over 300 bu/acre, and that was late planted corn on 5-21-24. Check out the results at and

watch my  
virtual  
plot tour  
from this  
location

at [www.martinseed.com/corn\\_hybrids.html](http://www.martinseed.com/corn_hybrids.html)



## Farm Profitability

As we look ahead to a new year, agriculture has some headwinds to overcome, but there is a lot of optimism going into the new year that better times are to come. Yields were great, the election is behind us, and it's time to build a plan for next year. As seedsmen, we want to throw out an option that could be appealing... Conventional corn at \$165 a bag (paid for at the first of the year). Compare that to what you are paying for traited-seed.

There is a big cost savings for giving up Roundup in the tank. We also see a window of opportunity where rootworm pressure is forecast to be low, based on last years local adult beetle counts. Conventional hybrid offerings are top-shelf, new germplasm at Martin Seed,



High Performance Corn Hybrids

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and there is a lot of money to be saved in your cash flow. Let's expand on this conversation when we get together to talk seed. We can tell you, with absolute certainty, conventional corn is not readily available from the big boys for a reason – they have a significant investment in traits.

**CONVENTIONAL CORN  
YIELDS THE BEST IN  
THE ABSENCE OF PESTS.**

**PARTNER WITH US AND  
LET'S GROW, TOGETHER!**



**WWW.MARTINSEED.COM**

## Premium Opportunities

As farmers, our goal is to sell our crops for the highest price possible. At Martin Seed, we want

to help you do just that. We have a new partnership with the Benton Dairy that offers growers in Northern Warren and Vermilion Counties, and Southern Benton and Iroquois Counties an opportunity

to grow Soyleic conventional soybeans for a locally-delivered, and locally-utilized, premium product. We also have non-GMO conventional soybeans for more traditional opportunities. On corn,



Martin Seed has a full lineup of high-tonnage conventional corn hybrids for silage use. We are also investing in a local silage testing program to support product advancements specifically for

silage QA and tonnage. Martin Seed

is actively working on premium grain corn opportunities

locally with crushers, and will announce those opportunities as they occur. We work very closely with Hubner Industries on seed corn production with growers. The take home message is that

Martin Seed is committed to the Illiana region. We are pursuing opportunities to help support our local Martin Seed customers' profitability. The seed business and farming are at their best when there is a win, win all the way around, and we are committed to finding those local win, wins for your farm.

 SOYLEIC® soybeans



**benton  
+group  
dairies**





## Streamline Ag

Martin Seed is also excited to announce a new partnership – we will be offering a line of seed driven inputs through Streamline Ag. Just like Martin Seed, Streamline Ag is focused on increasing yields through increased plant health. Martin Seed's elite products combined with Streamline Ag's lead product, TuneUp+ and you have an unbeatable ROI.

This past season, Martin Seed and our production partner Hubner Industries, trialed one of their lead products (TuneUp+) on our seed corn acres. To be honest, our expectations were low – we severely underestimated this products potential. We saw an increase of **+9 Bu/Ac on Seed Corn Yield**, along with an increase of +3,000 plants per acre increase on the female, and a +5,000 plants per acre increase on the male. Watch this video to learn more: <https://www.youtube.com/watch?v=tRtXskJNXKw>

Let's talk about this, and the other exciting products in the Streamline Ag portfolio, when we put together your seed order.

2025 is sure to have its fair share of challenges. A good offensive game plan for 2025 is your best defense to maintaining margins. Let Martin Seed help build that win, win crop plan. Call us today and let's start the conversation.



## SOLUTIONS FOR ALL YOUR ACRES



### Local Yield Leaders

Our lineups are produced and focused for West Central IN and East Central IL ...ILLIANA'S BEST!

Check out exciting data online (impressive third party plot results in the F.I.R.S.T. trials of Illinois-North Central, and Indiana-Central regions). We post results annually as we gather data, so everything you need to make educated product choices is always just a fingertip away, at [www.martinseed.com](http://www.martinseed.com)



[martinseed.com/soybeans.html](http://martinseed.com/soybeans.html)

Our new Soyleic Soybeans listed here as well.



Local corn plot data and F.I.R.S.T. trials at [www.martinseed.com](http://www.martinseed.com)

[martinseed.com/corn\\_hybrids.html](http://martinseed.com/corn_hybrids.html)



### And Outside of the End Rows

Not every acre is suited for row crop production agriculture.

Pastureland and non-tillable acres are just as important to care for as your best field. Let us help you develop a plan that fits your individual land needs – whether its forages or ancient native species, we've got your seed. You can find it all at:

[www.martinseed.com/  
products\\_overview.html](http://www.martinseed.com/products_overview.html)



# SIMPLE. PROVEN. PROFITABLE.



## EARLY ORDER AND EARLY PAY DISCOUNTS AVAILABLE.

Call Matt or Ted to learn how easy it is to save money on your soybean or corn hybrid purchases for next Spring.

### CORN HYBRIDS SOYBEANS/WHEAT

10280 West SR 28  
West Lebanon, IN 47991  
Matt Willard: 217-649-6348  
or Ted Olson: 217-504-2006

### ALFALFA/PASTURE/HAY/COVER CROP/ NATIVE SEED/WILDLIFE FOOD/TURF

10045 West 2nd Street  
Williamsport, IN 47993  
Ron Haston: 765-986-2030

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West Lebanon, IN 47991

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## Let's Celebrate this Holiday Season!

We are all thankful for the people and opportunities that God has placed in our lives, and this audience is especially well blessed, because we get to live and work in an industry we love... Agriculture. Merry Christmas and we hope you get to spend time with loved ones this holiday season.



## WHAT AN AMAZING FALL IT HAS BEEN!

Many of us have been blessed with very good yields, dry grain, warm dry weather, and most importantly a safe return home every night. It's amazing how productive an operation can be when there are no rain days during harvest to slow you down. Thank you for all the hard work, long hours, and dedication that you, the American farmer, put into your profession. And an even bigger thank you to those of you that have trusted Martin Seed to be a seed supplying partner for your operation.