



Experience how simple seed buying can be. Let Martin Seed and our new Seedsmen Select Series maximize your on-farm ROI by providing the best hybrids for your situation. Our lineup is grown locally by Hubner Industries and produced specifically for your Illiana farm right here in West Central IN and East Central IL. Call or text Matt or Ted to start the conversation – buying seed from a seed producer that actually understands the germplasm and knows how to place it ...while also simplifying the buying process.

Don't forget, we have an amazing lineup of Enlist E3, Xtend Flex, and conventional soybeans, plus wheat varieties and any other seed product for those acres not suited for row crop production. Call Martin Seed for ALL your seed needs.



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## Welcome More Experience to Our Team

We are excited to announce that we have added Ted Olson to our team in the newly created role of Business Development Manager. Ted will be responsible for making sure every Martin Seed customer has a

well-placed and tailored crop plan, and to strategically hire new dealers to grow the brand and product offerings.



Ted will be a huge asset to our team as he has experience in seed sales, Ag Retail, and precision Agronomy – all of which help make him a real

asset to have as part of your farming operation. Please help welcome Ted to the team, and put him to work for you today to help build what will be one of the more challenging crop plans we have all experienced in quite some time.

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

[WWW.MARTINSEED.COM](http://WWW.MARTINSEED.COM)



## Local Focus. Local Roots. Local Growth.



Martin Seed is quickly becoming a leading local seed corn company. Even though corn

***“I’m really proud to be a small local business owner. I enjoyed my time working for a large ag corporation, but the one size fits all global approach was frustrating. I am committed to offering your farm the best performing products for West Central IN and East Central IL to maximize your profitability, regardless of the trait platform.”***

**Matt Willard, Owner**

is a new product to the Martin Seed portfolio, our owner, Matt Willard, has been a student of corn germplasm his entire career. By being focused on such a small geography, Matt has built a Seedsman Select Series product lineup that is ideally suited for the central Illiana area.

Additionally, we share our plot results and collected data so you can make good product choices.

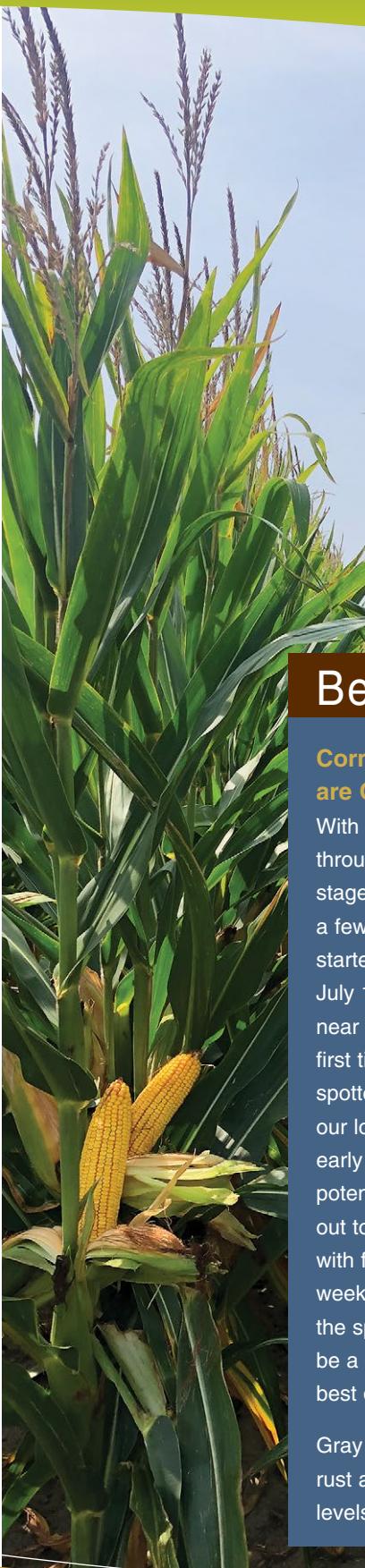


Plot tours, test plot results, hybrid ratings and complete product spec sheets... updated annually and always available on our website.

This summer Matt has been hard at work helping to bring some of the newest corn germplasm to the industry by directing the Hubner Industries small plot program that grows pilot production and inbred increases. He even got to work alongside his three boys, Mason, Morgan and Oliver. In total, we used about 40 hard working local kids for most of the summer and taught them about ag and seed production



through the hard work of rouging and detassling seed corn in these small plots. A special thank you goes out to CDM Detassling and all the kids that worked so hard on the crew. There were a lot of hot and muddy days, but this proved that our rural community kids have a great work ethic. Hopefully we can get some of these young people interested in Ag as their future career.



## Profitability

As we head into 2025, profitability is going to be top of mind for everyone. Martin Seed has built a great lineup of traited products with tremendous yield potential, but don't overlook conventional corn as an option. There are some really strong germplasm options without traits that can deliver yields on par or better than their traited counterparts – and save you a lot of money on your seed purchase. Let us walk you through what some of those money saving options can be, whether its ordering and paying early, or looking at conventional options – Martin Seed has a corn hybrid to fit your needs.

### CONVENTIONAL OPTIONS WITH EARLY ORDER AND EARLY PAY DISCOUNTS AVAILABLE FOR SOYBEANS AS WELL.

## Be Aware

### Corn Diseases are Out There.

With some of the wet weather through the early and late stages of pollination, we had a few foliar diseases get started in the process. On July 18th we found tar spot near Rossville, IL for the first time, then more was spotted the following days in our local area. With such an early infection, it looked like a potential for a severe outbreak – a notice was sent out to our customers and many acres were sprayed with fungicide, which provides control for about two weeks. Late season, Tar Spot can still be found, but the spread isn't as severe as anticipated. This can be a fast moving disease – regular scouting is your best defense against a yield robbing outbreak.

Gray leaf spot, Northern leaf blight, and southern rust are all present as well, but not likely in levels that will have a huge impact on yield.



*The corn is still filling grain nicely, but to combat the tar spot issues another round of fungicide may be necessary.*

## 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/soybeans.html](http://www.martinseed.com/soybeans.html)



Local corn plot data and F.I.R.S.T. trials to share soon at [www.martinseed.com/corn\\_hybrids.html](http://www.martinseed.com/corn_hybrids.html)



### And Outside of the End Rows

Not every acre is suited for row crop production agriculture. Pastureland and non-tilable 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)



## MORE BU/AC... LESS BS.

- No incentive (or prize) catalog deals to fund with your order.
- No used car tactic "I'll check with my manager" deals.
- No complicated rebate programs or sales increase hoops to jump through.

**JUST GREAT CORN...  
AT A GREAT PRICE.**

### 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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*The Martin Minute*

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## Reserve Your Wheat for 2024!

Wheat planting is right around the corner. Don't forget that Martin Seed has been a local leader on wheat varieties for 90 years. This year we have limited supplies of M20 & M22, and we will sell out. Reach out to Matt or Ted to lock in your order today.

## Win with Martin Seed! ORDER EARLY WHILE SUPPLIES LAST

Martin Seed has long been known as a go-to source to provide reliable products for your wheat acres. We focus on selecting the highest yielding products possible while also bringing industry leading scab resistant products to minimize the biggest risk to raising wheat in the Illiana region.

We also strive to keep our offerings simple and focused so we can simplify the wheat buying process. Supplies are still good, but they won't last long.

For complete Martin Seed brand product profiles, go to [www.martinseed.com/wheat](http://www.martinseed.com/wheat) to download a complete spec sheet (printable pdf).



**M20**

### M20- Medium Early Maturity

- Tremendous yield potential with heavy test weight.
- Excellent head scab tolerance.
- Excellent straw yield.



**M22**

### M22- Medium Early Maturity

- New yield leader with amazing test weight potential.
- Very good head scab tolerance.
- Responds to high management and stands well at harvest.

*Limited supply of untreated seed available upon request.*

**\$26 PER 50 LB TREATED UNIT**