

# And The Winner Is?

**CASH, ARK.**

**T**he Soybean Yield Trials are in and we can now start selecting the latest and greatest soybean genetics in the marketplace. According to many university personnel, variety selection is the single most important decision that a farmer makes. These same people will tell you, "Look at the university trials!" These trials are unbiased and are held on various soil types, irrigated and non-irrigated, early and late planted! An old farmer once compared soybean selection to buying engine oil. He asked me "What do you think the best engine oil is?" I answered "I don't know-Pennzoil or Quaker State?" He smiled and said "Not by a long shot. They spend the most on advertising and sell the most oil because of it, but the best oil-not even close", Look at the independent oil tests-It will surprise you. The same holds true for soybean varieties, simply because a company spends millions on advertising campaigns does not mean they are the best yielding beans. Again-"Study the yield trials". There are two ways to be successful in any business-one is to spend a lot of money advertising your product and hope the customer will buy on brand recognition alone and the other is to have a superior product and hope the customer educates himself before making a purchase decision. Many of the smaller regional seed companies are simply marketing a superior product. They must in order to survive against the "Big Boys" that are spending millions on advertising. For Example:

MorSoy Soybeans. A regional company that is "topping" many of the trials and finishing "very well" in most. In Arkansas- MorSoy 4485 – #1 Early Group IV in Early Planted Tests, MorSoy 4707 – #2 Late Group IV in Early Planted Tests, MorSoy 5168 – #1 Early Group V in Early Planted Tests. MorSoy had 2 or 3 varieties out of the top 10 in many trials. In Missouri- MorSoy 4955 – #3 Group IV in South east Missouri out of 120 or so entries. MorSoy had 2 of the top 3 varieties in the Group V tests. In Mississippi – MorSoy had 4 varieties that finished 103 percent or better in the Group IV tests and 3 varieties that finished 109 percent or better than the competition. In Tennessee – MorSoy 4485 – #1 on 2 year average. and #1 on 3 year average in Early IV test. MorSoy 4955 – Top 10 finish in Late IV test and MorSoy had 2 of the top 4 varieties in the Late IV test on a 3 year average. In the Group V test, MorSoy had the #2 bean in both the Early V and Late V test.

Many times the larger national companies must market a variety that is a "broad spectrum" variety that works "fairly well" on the most number of acres. As a farmer, you don't care about what works on the "most number of acres" you need what works on your farm. In many cases the smaller regional seed companies are able to concentrate on varieties that fit your area, your soil types and your farming practices better.

And the winner is? - Look at the trials! – You may be surprised!!! Δ