

Mayberry Seed Co. Customers Reap Rewards Of Genetic Access, Focused Support

ESSEX, MO.

“This is definitely the right seed in the right place.” So says AgVenture Mayberry Seed Company General Manager, Larry Mayberry as he explains the benefits growers realized as they harvested crops in one of the most difficult years in recent memory. Mayberry said, “Crop production challenges were great and many for growers this year. Farmers saw near-record late planting, continued wet and cloudy conditions through the growing season and a late harvest. However, despite the many challenges those obstacles brought, our AgVenture-planted acres performed better than anticipated, and better than crops in neighboring fields. The value of solid performance in the face of such adversity is exceptional.”

Mayberry Seed Company conducts extensive hybrid testing programs across the region. In addition, they tout their superior genetic access. Mayberry said, “As part of AgVenture, we have access to most major corn seed genetics providers including DuPont, Syngenta, Dow Agro Sciences and dozens of independent/foundation seed resources.” He added that then, the company applies its experience, local knowledge and seed expertise to identify, select and locally adapt the right combinations of genetics and technologies to the Upper Mid South’s geographies and agronomic environments for Southern Illinois, Southeast Missouri and Northeast Arkansas. “The results our growers harvested – even despite some very challenging growing conditions, prove just how well this lineup of adapted products works in our soils”

One example of AgVenture’s ability to access genetics is access to Pioneer’s elite germplasm through their VPM^{axx}™ brand.” Mayberry said, “We have two years of solid VP MAXX performance in the Upper Mid South soils. The additional access to this line of genetics strengthens and fortifies our abilities to correctly source the right genetics for the right fields.”

Beyond an extensive seed product line up, Mayberry explained how the company’s Maximum Profit System (MPS) works to help growers achieve greater profitability on every acre. He said, “Maximum Profit System is a systematic approach to help growers significantly improve productivity, lower cost per bushel and improve profitability. We work with growers who are dedicated to these goals to support their decisions throughout the growing season. It’s more than just seed, we help them raise the bar on maximizing profit on every acre.”

Key to helping growers learn production techniques and innovative, applied agronomics is the company’s AgVenture University program. The intensive production-focused programs have drawn growers from across the Upper Mid South during the past two years. To date, more than 200 area farmers have participated in AgVenture University. “We’re confident in our AgVenture® brand products and in the guidance and support we provide our customers. With broader access to genetics and technologies than any other company, Mayberry seed will confidently approach the 2010 growing season with products that are tested, adapted and effectively perform in this area. Our philosophy of matching the soil with the seed is how that broad access becomes locally profitable on every acre planted.”

AgVenture, Inc. is the nation’s largest network of independently owned regional seed companies. Based in Kentland, Indiana, AgVenture provides this growing network of independently owned and managed seed business owners with seed products meeting exacting standards for quality, together with leading-edge genetics and technology. Since 1983, this unique marketing approach has allowed each individual company to match the hybrids it sells to the specific needs of the geographical area it serves. Combined with professional seed representation at a local level, AgVenture strives to help every grower realize more profit from every field. Δ



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