

Mayberry Seed Inspires Area Growers In First AgVenture University

KENTLAND, IND.

Harvest is in gear now, but more than 70 area farmers have some innovative new ideas to consider while harvesting crops this fall. Those farmers, from several area counties recently participated in Mayberry Seed Company's AgVenture University, the first in a series of intensive education programs designed to provide growers with the best and latest hands-on information and operational tactics that directly drive yields to new levels. Meetings were held in Dexter and Cape Girardeau to accommodate growers from each area.

Matt Mayberry, Mayberry Seed Company said, "We were thrilled with the level of intensive interest our customers brought to the first AgVenture Universities held last month. Mayberry continued, "Several of our customers counted this among the best practical ag education programs they have ever attended."

AgVenture University is part of AgVenture's new Maximum Profit System, a comprehensive approach to achieving unprecedented yield, driving down cost per bushel produced and improving customers' overall profitability. Mayberry said, "Through AgVenture University, we offered growers access to some of the seed industry's leading experts in agronomy. They focused on tools and operational strategies that are effectively driving yields to new highs."

The Maximum Profit System is a several year commitment by growers involving multiple tools and strategies to enhance overall profitability. Mayberry Seed guides farmers throughout the process with continued learning through the following:

- AgVenture University – a series of intensive education programs designed provide growers with the best and latest hands-on information

and operational strategies

- 300-Bushel Maximum Profit Guides – strategic management practices to dramatically increase APH over the next several years

- Cropography™ – Extensively detailed AgVenture Cropping Plans enhanced by detailed, geo-referenced data and field history developed for AgVenture by John Deere AgriServices

Mayberry stated, "The program covered topics including how to achieve your maximum corn yield potential, differences in corn-on-corn vs. rotation practices, how planting dates affect hybrid performance and what you need to do to average 300 bushels per acre. This is cutting edge thinking, combines the best in seed and traits, seed professionals, and information technology focused on each and every acre. It is extremely timely given our current production environment." He concluded, "We look forward to offering the next level of AgVenture University programs to our customers this winter. Through this new approach, we are truly making a positive profitability difference for our customers."

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