



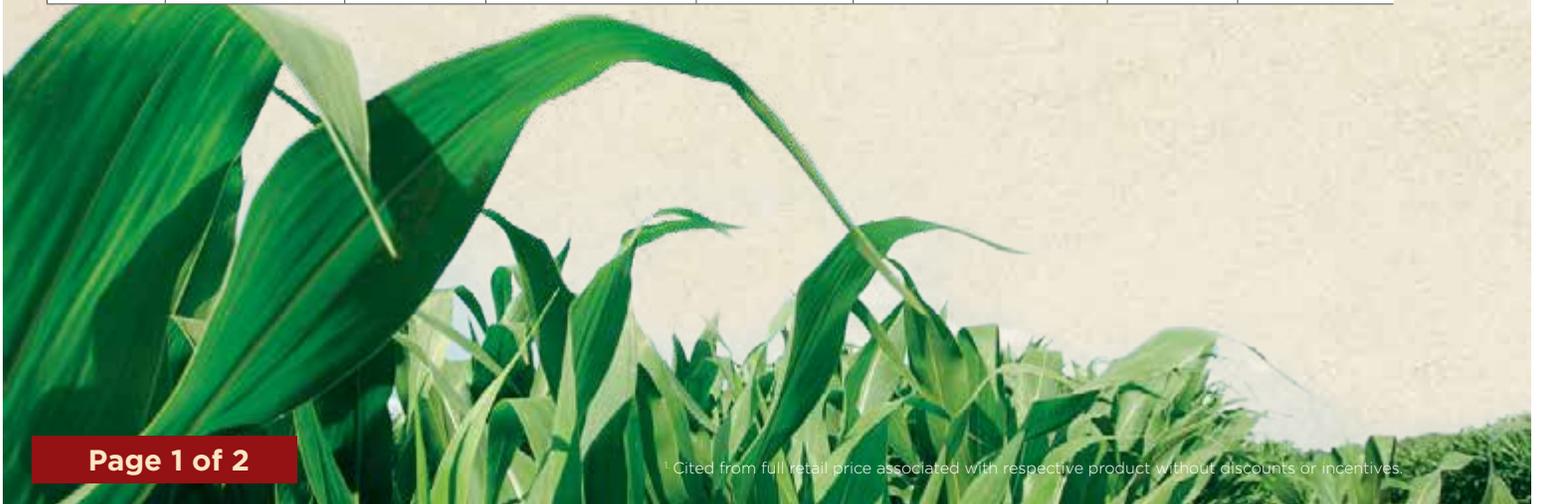
PERRYSBURG DSM TEAM CHALLENGE DEMONSTRATION

In March of each year, the dealer team, assisted by Agronomist Justin Petrosino, has a spring kickoff meeting. While learning about relevant agronomic topics, the team breaks up by District Sales Manager to compete in the Annual Perrysburg DSM Team Challenge. The goal of the challenge is to foster a better understanding of how Stewart Seeds™ products respond to different management practices and the environment. The winner is picked by which DSM team produces the most profitable acre, not necessarily the highest yielding. Teams compete by picking their product, the seeding rate, nitrogen rate and application methods, herbicide program, and any in season management practices like fungicide applications or micro nutrient applications in response to diagnosed issues. Plots are managed as the teams request their local Agronomist and Technology Development Representative. At the end of the season, the costs of production are calculated at full retail price¹ and drying charges are applied for dry down to 15.5% moisture. In season, costs include everything from equipment costs to chemical costs. The only charges that are not incurred on the fictional acres are insurance and rent. How did your DSM's team do? Every year brings a different winner but here are this year's plans and winners!

MATERIALS AND METHODS

2018 was a trying year at Perrysburg. Rainfall delayed planting until June 3, 2018. Heavy rainfall followed planting and delayed any early nitrogen applications. On July 18th, all plots received an application of 32 % UAN totaling 130 units of nitrogen. Side dress applications followed when rainfall subsided and the balance of N was applied. Each team's plans are presented below.

TEAM	BRAND BLEND	POPULATION	HERBICIDES			N RATE	DELARO®
DUSTY	04SS288	34000	HARNESS® MAX	ATRAZINE	ROUNDUP POWERMAX®	220	NO
KEVIN	8A625RIB	37000	CORVUS®	DEGREE XTRA®		225	NO
BEN	07SS619	32000	CORVUS®	ROUNDUP POWERMAX®		210	NO
SCOTT	11SS718	38000	CORVUS®			225	NO
TAYSHA	04SS288	36000	LAUDIS®			190	NO
JUSTIN	97DP129	34500	HARNESS® MAX	ATRAZINE	ROUNDUP POWERMAX®	225	YES
BRIAN	7E224RIB	34000	CORVUS®	ROUNDUP POWERMAX®		200	NO
JAY	07SS619	34500	HARNESS® MAX	ATRAZINE	ROUNDUP POWERMAX®	180	NO



¹ Cited from full retail price associated with respective product without discounts or incentives.

RESULTS

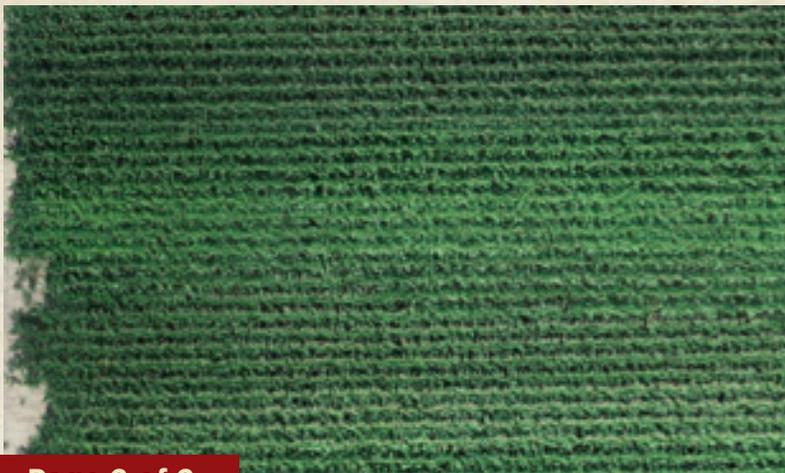
There were a range of yields under different management regimes, even for the same product. Kevin Marten's team achieved a first-place victory by producing the most yield and highest profitability. The team with the lowest profitability had a similar management regime to the highest yielding entry. Nitrogen rate, population, herbicide management were all similar but a different product was used. Several teams used the same products but differing management practices reduced profitability by an average of \$66.21 per acre.

The DSM Challenge is a fun way to train our Dealers and District Sales Managers about a systems approach to management. Each input can play a key role in determining final yield. One of the key take-aways from this exercise is that yield was the main driver of profitability. The highest yielding team generated the most revenue even though their cost of production was significantly higher than other teams.

Several teams utilized the same product or similar management regimes. Simple tweaks, like increasing population, choosing the correct product for the conditions, and selecting an economical nitrogen, rate made a large impact on yield which impacted profitability. One interesting note is the winning team from last year (Brian Glass' Team) chose a very similar management strategy to last year. This strategy was good enough to get them to fourth place but was not as successful as last year. This is a good reminder that each year is different and what worked last year is not always the best management practice for next year.

TEAM	YIELD	MOISTURE	TEST WEIGHT	\$/A
1. KEVIN	227.6	20.7	56.7	\$269.54
2. JAY	205.6	20.2	56.3	\$239.60
3. TAYSHA	205.8	20.2	54.3	\$236.29
4. BRIAN	192.5	21.0	54.8	\$229.33
5. JUSTIN	200.8	17.9	56.7	\$226.91
6. BEN	185.6	24.7	54.8	\$178.02
7. DUSTY	186.1	20.0	57.3	\$165.46
8. SCOTT	181.9	22.2	55.2	\$97.97

Please congratulate or offer your Dealer and DSMs some suggestions based on their performance this year! Next year will be a little different as we try our first endeavor with soybeans!



KEY TAKE-AWAYS

1. The main driver of profitability was yield.
2. Increasing inputs did not always increase yield.
3. The winning combination last year did not win this year.

Figure 1. Aerial view of the DSM Team Challenge plot at Perrysburg, OH. Team plots are four rows with Team Dusty at the top of the picture, then Team Kevin, Ben, Scott, Taysha, Justin, Brian, Jay.