

# ZFSelect® Seed NEWS

February  
2011

ZFSelect®

## Bean Team Updates

By Dan Bailey

### Our Commitment to Your Success

In continuing the ZFSelect® commitment to the grower's success please mark your calendar for the upcoming grower meetings that will focus on soybean management, weed control options, inoculants, and seed treatments along with the IP conventional soybean premium programs. We encourage all growers to attend our upcoming grower meetings in February. Please refer to grower meeting locations and agenda provided on the back of this newsletter.

### Soybeans Under Siege

Studies have shown that the value of early-season weed management is critical in maximizing soybean yield potential if faced with glyphosate-resistant weeds. The goal for growers should be focused on preventing resistant weeds in the future, as well as controlling resistant weeds that are already there. Growers need to look at soil residual herbicides that diversify their approach to weed management and delay the onset of any glyphosate-resistant weed species.

### The Solution

Planting non-GMO, ZFSelect® LS or LL soybeans allows the grower to manage glyphosate-resistant weeds under a weed management program and receive a premium return per acre while tackling weed management issues. Ag retailers and crop consultants play a key role in communicating the message of scouting fields early and spraying timely to provide full season weed control. Since an effective residual program does cost more, it's important to educate growers about the overall value that the conventional herbicide programs provide. The Bean Team is working hard to bring growers the latest information for IP soybean yield management at grower meetings, MSU Weed Day, and grower calls on the farm.

### Have a Suggestion?

The Bean Team is always open to ideas or suggestions on how we can better serve our grower customers. Please contact any Bean Team member with your suggestions at 1-800-748-0595 ext. 1835.

### In This Issue:

Grain Market Updates.....	2
Product Showcase.....	2
New Specialty Seed Intern... 2	
CruiserMaxx® Beans.....	3
Inoculation Improves Yield...3	
Grower Meeting Information.....	4



ZFS is on Facebook and Twitter! If you use these sites, please become a fan of Zeeland Farm Services, Inc. (ZFS) and Zoye 100% Pure Soybean Oils and follow @ZFSSInc.



# Grain Market Updates

By Kurt Bergstedt, Jeff Johnston, and Travis Marshall

Wow! It's only early February and what a year so far. Predictions on where these markets are going are all over the board. We are hearing some big investors say that corn is going to \$7.00 plus, and beans will be over \$17.00 per bushel. Yet, we bet that if any farmer offered these companies all of their beans for \$15.00 a bushel not a single company would be a taker. Why not? Someone tell these guys to put their money where their mouth is.

To us, let's not worry about where these markets are going, let's make money on the way there. The bottom line is \$5.00 corn and \$12.50

beans are profitable levels for new crop. We need to take advantage of these levels and higher ones. However, we don't need to be 80% sold yet. Even 50% may be pushing it. Nine months is really a long time in these grain markets. Take advantage of target orders and keep scaling in. Although buying puts and calls cost a lot of money in a market like this, they give you insurance and peace of mind if the market decides to do something crazy. We wish you luck in your planting progress this spring. Thank you.



# New Specialty Seed Intern

ZFSselect® is pleased to announce that Nathan Nies will be joining the Bean Team as our new Specialty Seed Intern. Nathan is a junior at Purdue University and is studying agri-business management.

He will be joining the team full time in May and will return back to school in the fall.

Welcome Nate!



# Product Showcase

## ZFSselect® 830 LL



Product Characteristic	Value
Yield	4
Relative maturity	3.0
White Mold	4
Average seed per pound	2,800
Processor preferred	Yes
Standability	4
Emergence	4
No-till adaptability	4
Soybean cyst nematode	S
Good ground	5
Marginal ground	4
Muck	2
Hilum color	Black
Plant type	I

1 = Poor, 5 = Best, I = Intermediate



## CruiserMaxx® Beans

Soybean seed treatments started out with a single player, CruiserMaxx® Beans, but these days companies are dealing out soybean seed treatments left and right. With the variety of options available, it's now more important than ever to understand which solution you should bet on for a winning season.

CruiserMaxx Beans was launched in 2005 as the first soybean insecticide/fungicide seed treatment combination on the market. CruiserMaxx Beans combines separately registered products containing thiamethoxam, fludioxonil and mfenoxam to protect soybeans from a wide spectrum of insects and diseases. Since its launch, other competitive brands have been introduced that feature active ingredients including imidacloprid, metalaxyl, pyraclostrobin and trifloxystrobin. By focusing on the individual active ingredients that make up seed treatment combination, growers can clearly see how CruiserMaxx Beans surpasses the competition.

### **Thiamethoxam Ups the Ante on Imidacloprid**

Thiamethoxam, the insecticide component of the CruiserMaxx Beans, has higher water solubility compared to imidacloprid. This means that it takes much less soil moisture to activate thiamethoxam, which results in the rapid up-

take by the plant. This higher water solubility rate also helps ensure plant protection even in dry soil conditions.

Additionally, thiamethoxam has a lower soil absorption rate than imidacloprid, and low rates have shown to increase the effectiveness of the insecticide. In tests, imidacloprid revealed higher rates of soil absorption which can threaten the plant's insecticide uptake.

Furthermore, the Thiamethoxam Vigor Effect of CruiserMaxx Beans offers additional benefits including faster emergence, greater plant stands, earlier canopy, increased root mass and higher yield potential even in the absence of visible pest pressure.

### **Put Your Money on the Mefenoxam for Effective Pythium and Phytophthora Protection at Half the Rate of Metalaxyl**

One of the fungicide components in CruiserMaxx Beans, mfenoxam, contributes to plant health by providing effective protection against Pythium and early-season Phytophthora. The same amount of mfenoxam active ingredient delivers nearly two times the disease fighting power of the competitive fungicide, metalaxyl, which makes it more effective at much lower rates.

### **Fludioxonil Calls Bluff on Pyraclostrobin and Trifloxystrobin by Offering Better Protection Against Rhizoctonia and Fusarium**

Although it is not systemic, fludioxonil has the unique ability to adhere to particles in the root zone, which allows it to move with the root system as it grows. Fludioxonil offers more activity on Rhizoctonia and Fusarium than its competitors, pyraclostrobin and trifloxystrobin, with the added benefit of seed-borne Sclerotinia and Phomopsis protection.

### **Place Your Bet on CruiserMaxx Beans for Proven Protection**

All bets are off. Growers who choose CruiserMaxx Beans are using the most effective soybean seed treatment combination on the market. Additionally, growers planting seed treated with CruiserMaxx Beans can rest assured knowing they also are getting the support and expertise of Syngenta Seedcare. Syngenta brands are backed by years of research, skilled scientists, research centers and knowledgeable sales representatives, providing an even greater value above and beyond delivering products that work.

To find out more about CruiserMaxx Beans contact the ZFS Select® Bean Team at 1-800-748-0595 ext. 1835.



## Inoculation Improves Yield

Inoculants are a scientifically proven way to make more nitrogen available to your crops, improving yields. Farmers have been using inoculants for many years with measurable success, most notably in adverse growing conditions. Not only are yields maximized, there are several other benefits to using inoculants:

**Save on Fertilizer** – The active Rhizobium in legume inoculants can produce up to 120lbs of additional nitrogen per acre.

**Save on Next Year's Fertilizer** – Crops rotated into fields previously planted with inoculated legumes often benefit from nitrogen credits.

**Replenish Native Rhizobium** – New strains of Rhizobium are productive where older strains may become ineffective.

**Counteract Poor Growing Conditions** – A good inoculant can reduce the effects of cool soils, previously waterlogged soils, eroded soils and other adverse conditions.

**Reduce Groundwater Contamination** – The less nitrogen you add to your fields, the less risk it will leach into groundwater.

**Increase Profits** – The combination of higher yields and reduced fertilizer expenses could make inoculants one of the best investments you can put into your crops. Root nodules deliver “free” nitrogen. Approximately 79% of the air we breathe is atmospheric nitrogen. “Free” nitrogen that will help feed your crops with the help of active nodules.

# Join us for our 2011 Grower Meeting

February 15th - Zeeland Farm Services' Main Office

February 16th - Bavarian Inn Lodge (Frankenmuth)

- 9:30 am - ZFS Welcome
- 9:35 am - Gary Powell, MSU - 2011 Weed Control Update
- 10:30 am - Keith Reinholt - Michigan Soybean Association Update
- 10:45 am - Mike Staton - Managing Inputs = Profit for Soybean Grower
- 11:15 am - Jim Pullins, Becker Underwood - Inoculants
- 11:30 am - John Diehl - Non-GMO Processing & Seed Treatment
- 12 noon - Dan Bailey, ZFS - Non-GMO Updates & IP Programs
- 12:30 pm - Lunch

RSVP to ZFS for the meeting you will be attending and the number of people by calling 800-748-0595.



[www.zfsinc.com](http://www.zfsinc.com)

800.748.0595 • F: 616.748.1878

Zeeland, MI 49464

P.O. Box 290 • 2525 - 84th Avenue



PRRST STD  
US POSTAGE  
PAID  
ZEELAND MI  
PERMIT NO 57