



Improve Your Productivity Potential

With the Mix Matters Tool

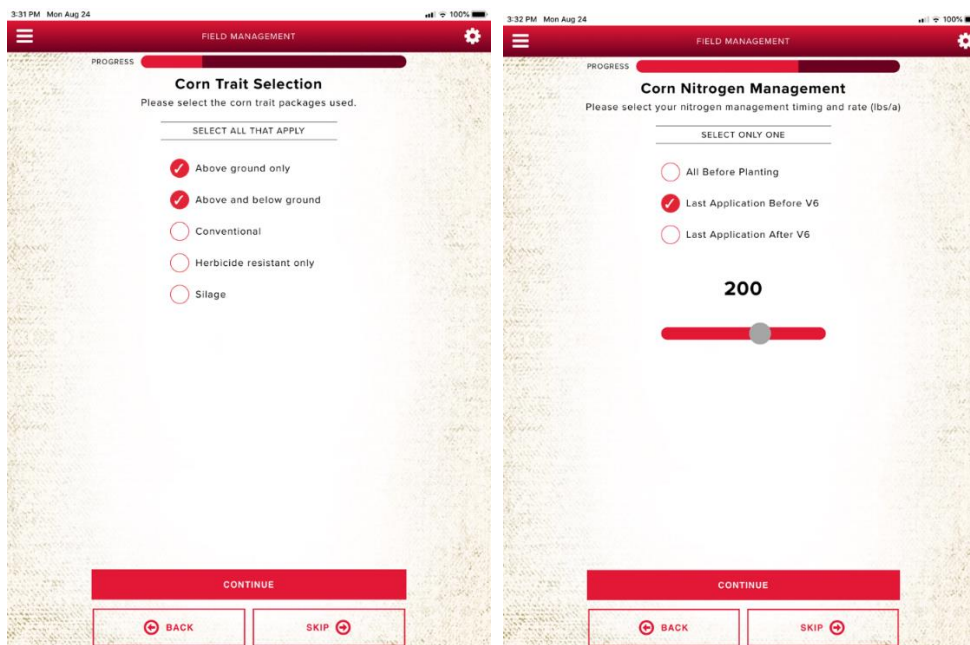
Jeff Joslin, CCA

LG Seeds Digital Ag Lead

The Mix Matters Tool is an interactive mobile app and website that will methodically assist the user in choosing the best possible mix of seed products for their entire farm quickly and easily. First, the tool pulls information from the user about field management practices and productivity goals. Next, the tool pulls field soil texture, drainage, growing season rainfall forecast from Advantage Acre. And finally, the tool pulls product performance rankings for these variables from the local LG Seeds Technical Team Agronomist.

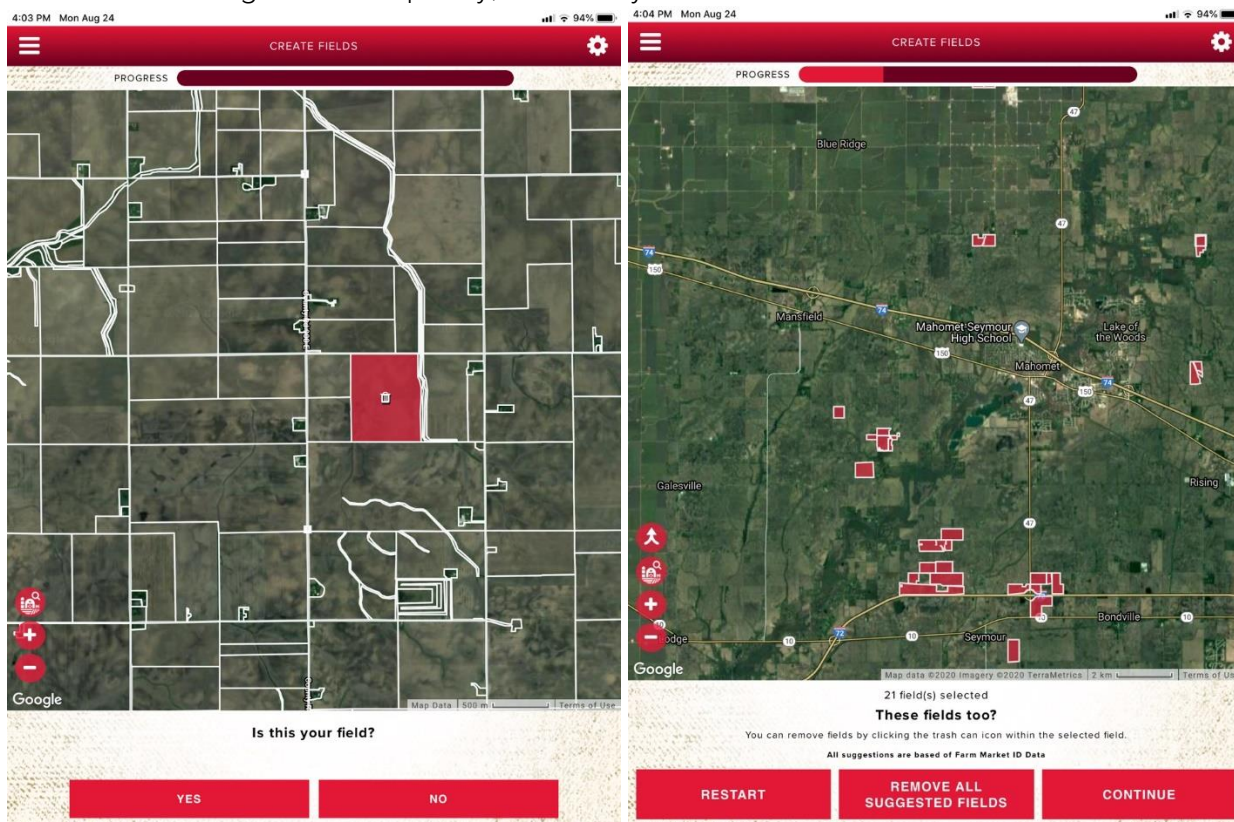
What are the field management and productivity goal considerations?

For corn, the Mix Matters Tool first asks for the users input in 9 areas: Multi-Year Yield Average, Trait Packages Used, Tillage Practices, Maturity Range, Nitrogen Timing and Overall Rate, Fungicide Use/Management, Artificial/Tile Drainage Level, Field Irrigation Usage, and Greensnap Concern. These questions are asked in the first section of the tool (Field Management). This section addresses the farm operation as a whole, reducing the editing time, and effort, when later considering each field individually. This two-step process allows the Mix Matters Tool to get very specific, without locking the user into repetitive, time consuming data entry on every field.



How are fields brought into the Mix Matters Tool, and how much time does It take?

Fields may be brought in automatically, and virtually instantly, from an Advantage Acre account. Fields may also be added manually, one at a time, by tapping on CLU's. This process takes minutes, not hours. Finally, fields may be added in large numbers, in seconds, using the Farm Market ID option. (FMIID is a provider of farm and grower data sources from the USDA, geospatial imagery, and other public and private sources. From this data, Farm Market ID offers subscribers the ability to locate CLU's that are likely connected to one operation.) FMIID will likely be close, but not perfect. Fields added from all 3 methods may be deleted within the app, or more fields may be added to each option by the manual CLU tapping method. The Mix Matters Tool also offers the user the ability to merge several small CLU's together into a larger field, as farmed. Regardless of the method used, the Mix Matters Tool brings in fields quickly, and easily.

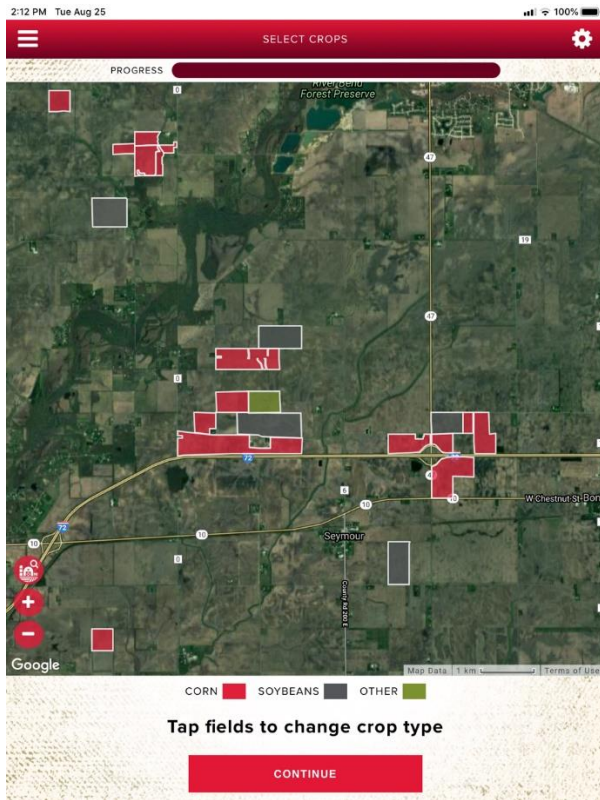


Mix Matters Tool: CLU Field Selection

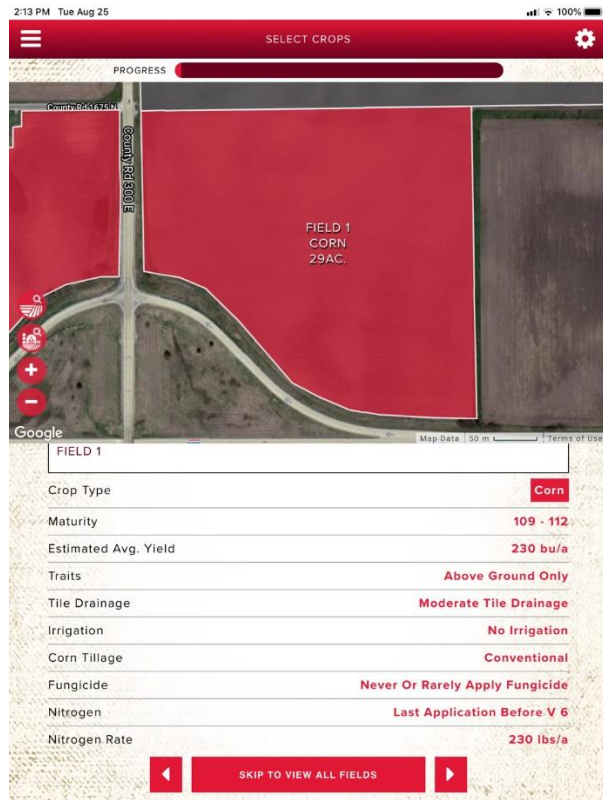
Mix Matters Tool: FMIID Field Selection

How is information specific to every field added and considered?

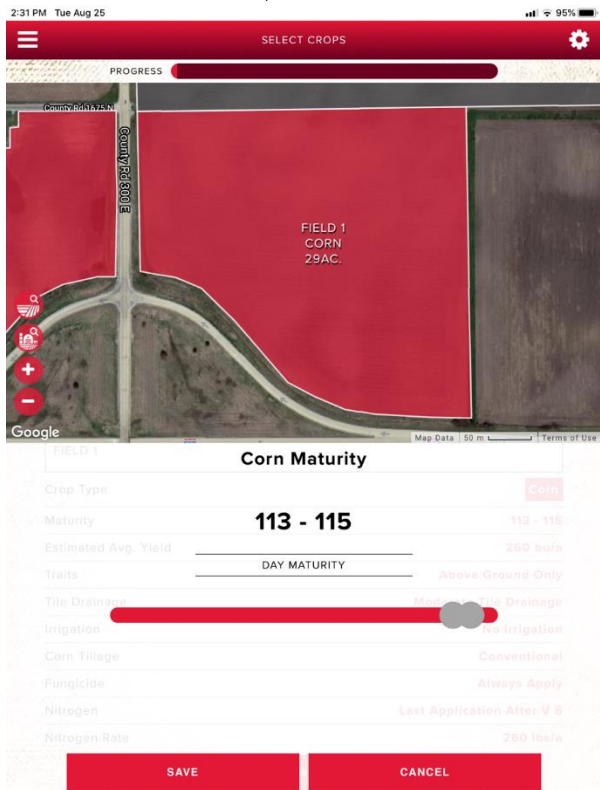
In the Select Crops section, the crop may be chosen with taps on the field while in the farm view, or by a tap and revise, in the individual field views. This section is also where any field management practice, or goal, that deviates from the farm level field management questions initially answered in the tool, may be quickly revised. By only editing necessary field information for specific fields, the Mix Matters Tool can offer recommendations for all fields in the operation in the same time it usually takes users to enter field information for some of their fields with other platforms.



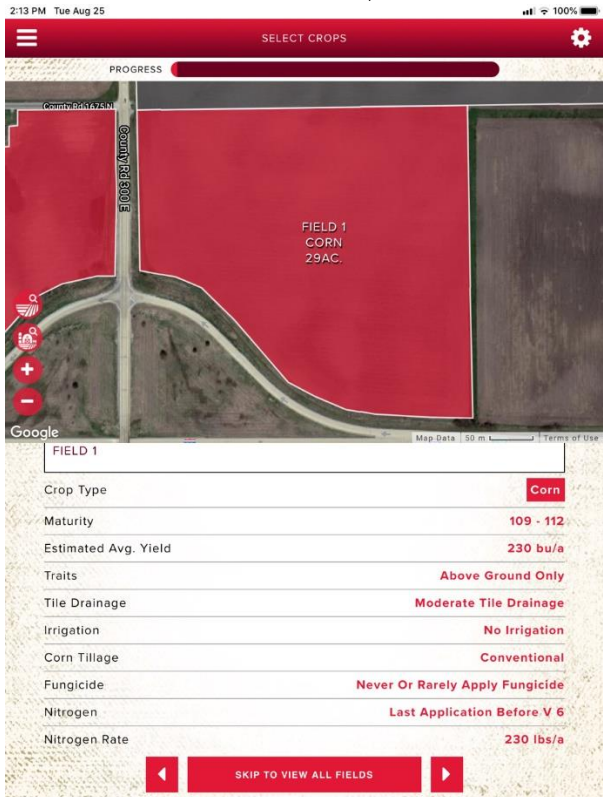
Mix Matters Tool: Select Crops Farm View



Mix Matters Tool: Select Crops Field View Before Edit

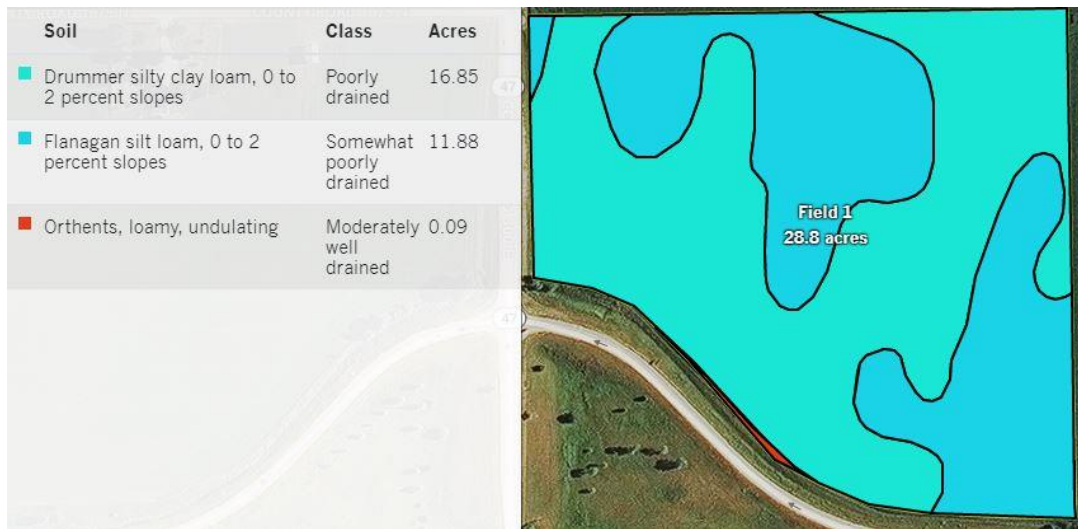


Mix Matters Tool: Select Crops Field View Edit



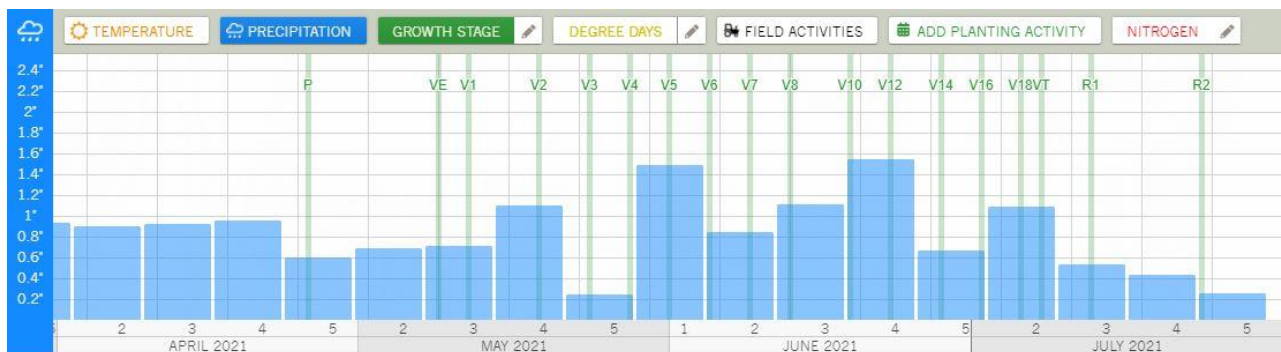
Mix Matters Tool: Select Crops Field View After Edit

The field management and goals information are only part of what should be considered to offer the best advice for product placement and management. We also need to understand the soil, specifically soil type (texture) and natural drainage. Once fields are added to the Mix Matters Tool, this soil insight is pulled in automatically from Advantage Acre.



Advantage Acre: Soil Type, Slope, and Drainage Class

The Mix Matters Tool then goes one step further than any other tool, consultant, or seed provider, by considering a long-range rainfall forecast for every field of the coming crop season. By adding rainfall amounts, and timing, to the soil type and drainage insight, plus the user’s field management practices and goals, the tool has a much more complete understanding of every field when considering what products are the best fit for each field. Rainfall information in four different ranges from April to September is automatically brought in from Advantage Acre when fields are added to the Mix Matters Tool.



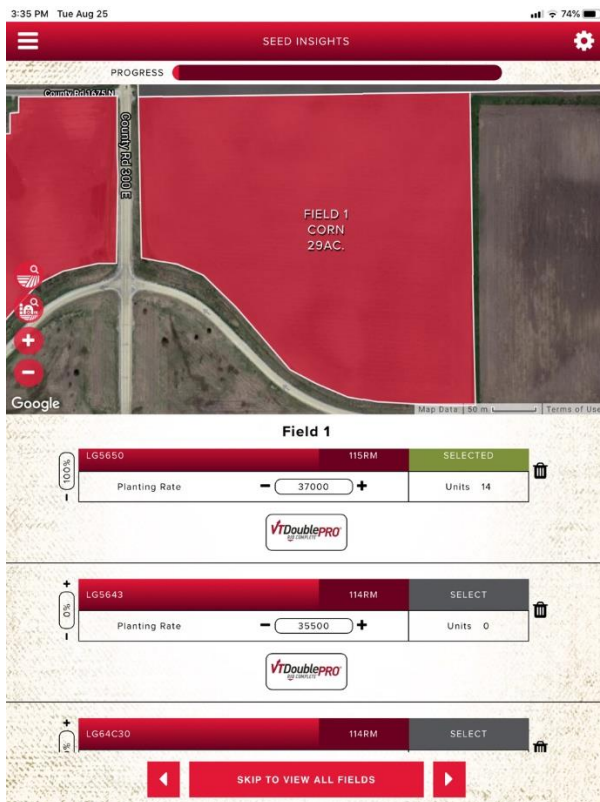
Advantage Acre: Timeline – Rainfall & Growth Stage Displayed, April through July 2021

How does the Mix Matters Tool offer the user the best possible seed product recommendations?

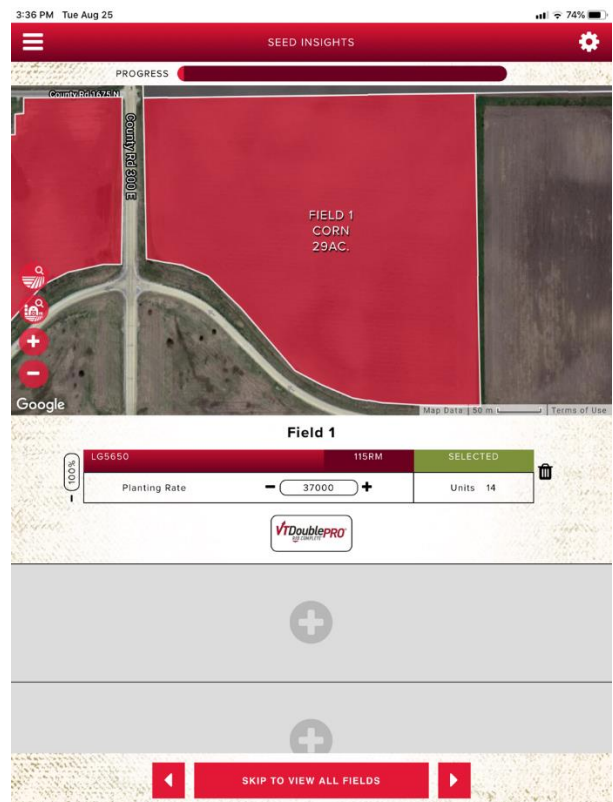
For each field, the Mix Matters Tool considers the user’s goals, management practices, soil insights, and growing season rainfall forecast. LG Seeds product scores are applied to all those variables and considerations for each field. All while ranking the products for best fit for each specific field. These product scores are given and managed by the LG Seeds Technical Team Agronomist, at the team level (by counties) from the performance data available to them from extensive field testing, including PCR trials (Pre-Commercial Research) for LG Seeds products.

The Mix Matters Tool is essentially a digital version of the Technical Team Agronomist combined with the enhanced soil and weather insight of Advantage Acre. It asks and listens to then consider the management practices and goals of the user before offering product recommendations.

In the Seed Insights section, the Top 3 products are recommended for each field. Along with each product and trait recommendation, a seeding rate specific to that product and that field is also offered. Like the product rankings this seeding rate recommendation is also given and managed by the Technical Team Agronomist. The user may accept or reject any recommended product or even replace with other products that conform to the field's placement parameters. These edits are also a tap and revise process. The user can choose 1 to 3 products for each field. Then set the percentage of the field to be planted with each product and revise the recommended seed rate offered for each product each field.



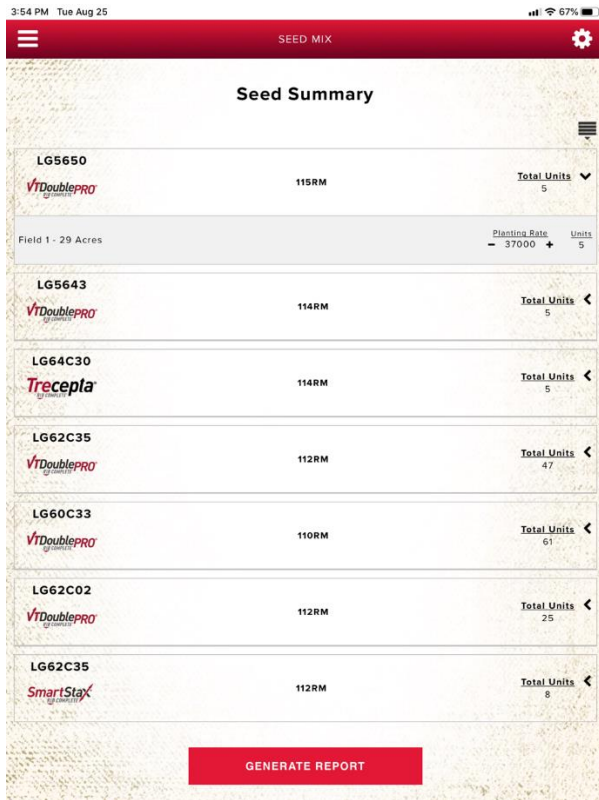
Mix Matters Tool: Seed Insights Top 3 Recommended



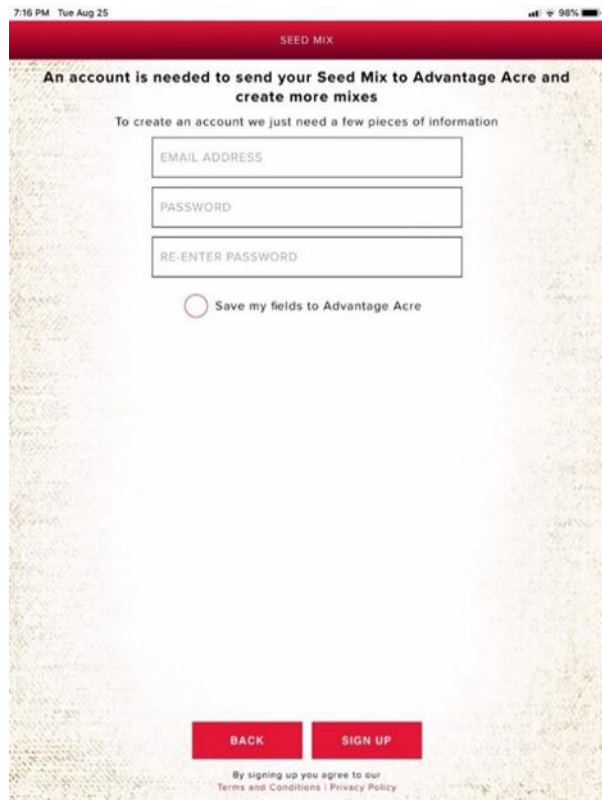
Mix Matters Tool: Seed Insights Delete or Re-Choose

How are the recommendations summarized and what reports are available?

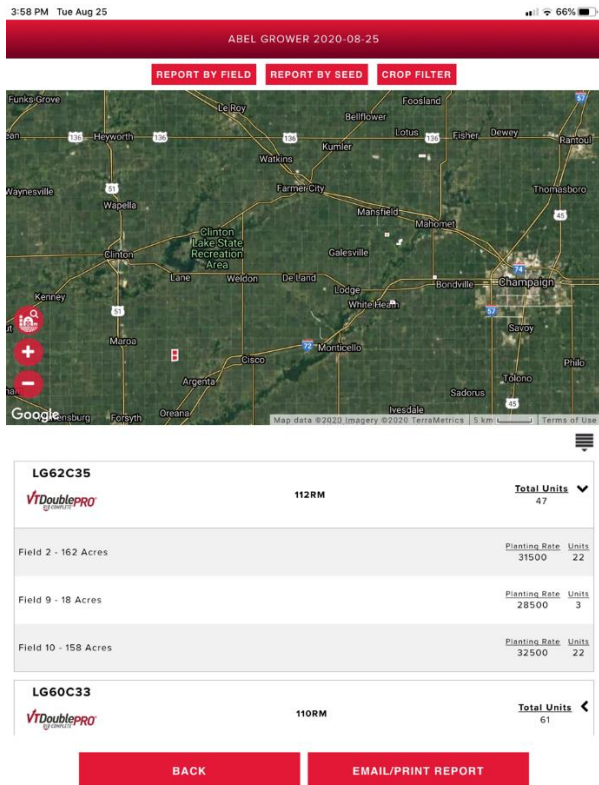
Once the user has chosen from the recommended products the Seed Mix Seed Summary displays all products by trait, and total units. The Summary may be expanded to show the products by field. The seeding rate may still be edited. To be able to print (PDF) reports the user is required to create an Advantage Acre account with an email address and password, whether the user chooses to send the fields and the Seed Plans created in The Mix Matters Tool to Advantage Acre or not. Once the email address and password are entered, the user may view a report by seed, by field, or by crop. Any line in the report may be expanded to show details or collapsed back to the summary. The user may also choose to email a PDF, for viewing or printing, with 5 options for the report: Cover page with map showing all fields; Report by seed; Report by field; Individual field maps (with all filed management/goals information); and Product profile sheets. These reports can be used to create a seed order.



Mix Matters Tool: Seed Mix Seed Summary



Mix Matters Tool: Account Creation for Reports



Mix Matters Tool: Report View Options



Mix Matters Tool: Print PDF Report Options

Why should anyone use this tool to attempt to achieve better product placement?

One of the most crucial decisions a grower makes every year is what products to plant and in what fields to put these products. Some products may be used on more acres, in more years, than other products, but no product works best on every acre of every field in every year. Product performance does not exist in a void. Every goal, every management practice, every field soil type and drainage, and every year's varying weather directly impacts how all products perform. As good as some may be, there are no perfect hybrids. But the Mix Matters Tool offers the user the opportunity to find the perfect mix of products on every farm, every year. It is that perfect mix that offers growers the ability to maximize R.O.I. and minimize risk on the whole farm every year.

The real difference with the Mix Matters Tool is the ability to find that perfect mix quickly and easily. This tool is available free to users in whatever format works best for them: PC, tablet, or smartphone. It considers the most accurate field information from the grower, essential and unique soil and weather insight from Advantage Acre, and the best product knowledge from LG Seeds at the local level. It considers LG Seed's Primary products (High Volume Sellers), Support products (Established Track Records), and Mix Makers (New Products with Something Extra) based on both data and experience, not personal bias or habit. This tool makes days of work possible in hours, hours of work possible in minutes, and minutes of work possible in seconds. The Mix Matters Tool helps create a better seed plan to enable users to achieve better performance that they value for the entire farm every year.

Note: The information in this issue is based upon field observations and third-party information. Since variations in local conditions may affect the information and suggestions contained in this issue, LG Seeds disclaims legal responsibility, therefore. Always read and follow label instructions. LG Seeds and design are trademarks of AgReliant Genetic, Inc. Advantage Acre® is a registered trademark of AgReliant Genetics, LLC. Advantage Acre is a product of AgReliant Genetics, LLC. Agrisure® is a trademark of a Syngenta Group Company. Genuity® and SmartStax® are registered trademarks of Monsanto Technology LLC.