



FARMER OWNED

NC+ Hybrids is a farmer owned seed production-marketing organization headquartered in Lincoln, Nebraska. The organization is owned entirely by Iowa, Nebraska and Kansas farmer seed growers. These grower owners produce a high percentage of the total NC+ seed marketed each year. Seed commodities include hybrid corn, hybrid grain sorghum, hybrid forage sorghums, sorghum sudangrass, soybeans and alfalfa.



WE BEGAN IN 1958

That year, a group of farmers who had been growing hybrid seed for many years joined together to incorporate and form NC+ Hybrids. They had the experience and expertise to produce a high quality seed product. Yet, they were in effect competing with each other at the market place. Motivated by the idea that collectively marketing their product would be more efficient, NC+ Hybrids was incorporated in 1958. Many of the original members have sons who continue or are assuming the family tradition of growing seed.

OUR NAME

Although the official name of our company is NC+ Hybrids, we are often referred to as NC+ for short. And we are often asked what our name represents.



Originally, the letters NC denoted seed grown in and predominantly for the North Central States. However, since growth has moved our production and marketing areas far beyond the North Central States, this interpretation may be less significant. In contrast, the plus sign in our name is even more significant today. It represents the extra precautions, safeguards and quality control procedures utilized to assure our customers we are marketing a high quality seed product. These procedures have and continue to be modified and improved as new technology becomes available. In summary we continue to use NC+ Hybrids as our official company name, while NC+ is the brand name for our products.

MAJOR GROWTH

In the 1960's a period of intense growth began and has continued through the present time. In response to the wide acceptance and demand for NC+ corn and sorghum hybrids, this expansion included facilities, personnel, geographical sales area, seed research and market support programs.



A major transaction in 1967 involved the purchase of 180 acres and 32 concrete buildings formerly part of the Hastings, Nebraska Naval Ammunition Depot. Approximately half of all NC+ employees now office and work at this location. It serves as headquarters for NC+ research, seed conditioning and distribution. We have over 7 acres of warehouse space that provides storage capacity for well over one million bags of conditioned seed. Additions include two research greenhouses, a seed conditioning plant, bulk seed storage bins, a distribution center and modern ear corn seed drying equipment. Recently several NC+ grower members installed similar ear corn drying and sorting facilities on their farms which added to the organizations overall seed harvest capacity.

Acquisitions of other regional seed companies have also been a part of NC+ growth. The first, Winterset Hybrids at Winterset, Iowa was purchased in 1981. An acquisition-merger brought YW Hybrids at Grand Junction, Iowa into the NC+ organization in 1983. A regional distribution and sales office is now located at Grand Junction to serve NC+ sales agents in this area. The YW acquisition-merger brought several Pennsylvania sales agents into the NC+ group. They and the growing number of newer agents are served by a regional warehouse at Elizabethtown, Pa., and a regional sales office located at Manheim, Pa.

NC+ RESEARCH



The development of new hybrids and new lines receives top priority. The basic research in their development is done at the Hastings Research Center where approximately 120 acres of irrigated land is devoted to nurseries, test and demonstration plot plantings. A winter nursery for corn is located in Hawaii and a winter sorghum nursery in Puerto Rico. Thousands of new hybrids are tested each year in search of superior yield and performance traits. Each hybrid or variety is thoroughly tested in its adapted area to assure environmental compatibility prior to its release.

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NC+ SEED PRODUCTION

NC+ corn and soybean seed is produced primarily by NC+ grower members in Nebraska and Iowa. Grower Members in Kansas produce a high percentage of the NC+ forage sorghums and sorghum sudangrass hybrids. NC+ grain sorghum seed is grown primarily in the High Plains of Texas where climate and isolation factors favor the betterment of purity and overall seed quality.

We know that seed quality is determined to a large extent in the seed production field. Throughout the growing season, and especially at pollination time, these fields are monitored closely by NC+ production personnel to assist growers in meeting the high standards set for NC+ seed production.



NC+ QUALITY CONTROL



This important aspect of the seed business receives our highest priority. Strongly emphasized in production, conditioning and in our marketing programs, we have established and continue to maintain a reputation for high quality. Following seed harvest warm germination tests are conducted in both the Nebraska Crop Improvement Association and NC+ Quality Control Seed Laboratories. Cold tests are conducted in the NC+ laboratory to evaluate seed vigor. Purity tests, known as "growouts" are planted in October in Hawaii, Mexico and Puerto Rico. Visual observations are made during the winter months to determine the purity of each hybrid seed lot. Any that do not meet germination specifications are not marketed as NC+ seed.

NC+ SALES

The actual sales of NC+ seed is made by a local sales agent. They promote the sale of NC+ products by sponsoring plot tours, customer meetings and local media advertising. They work under the direction of company employed district sales managers.



NC+ district sales managers are assigned a geographical sales area. Within this area, they are responsible for contracting an NC+ sales agent force and providing them with product education and assistance.

The NC+ Hybrids marketing area extends from New Jersey to the West Coast, and from Minnesota to Texas. Altogether, NC+ seed is sold in thirty-one states.

INNOVATIVE COMPUTERS

This is the most recently formed department in the NC+ organization. This department markets small to intermediate sized computers, programs and related services to farmers and small businesses.

Developing programs and incorporating them into the NC+ Computer systems is also a responsibility of this department. These programs pertain to NC+ accounting, inventory control, research and seed conditioning.

NC+ HYBRIDS A PERSONAL COMMITMENT FROM A TEAM OF PROFESSIONAL SEEDSMEN

A company's products are no other than the people associated with them. And in a highly competitive industry, a successful seed company requires quality people. Experienced seed growers, a dedicated, informed sales organization and a professional staff from a variety of disciplines... plant breeding... production agriculture... computer technology... marketing, all work together in a team effort.

Today, NC+ Hybrids is recognized as a strong, progressive, successful seed company. Yet the challenge for each team member continues. To us, personal accountability is still important. Enhanced by the tradition of being a farmer owned seed company, our objective continues to be that of developing, producing and marketing high quality seed — the kind that is profitable for American Farmers.

