

Eight Bold Steps to Be the Best

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STEP 1

Produce More for Less

"In order to offer you a lower price without sacrificing seed quality, we had to improve seed production efficiency . . . we had to produce more seed at a lower cost. Interplanting was the answer." In traditional seed production fields, at least two of every eight rows are dedicated to growing male (pollinator) corn. With Fielder's Choice,™ the seed production (female) corn is planted on 38-inch rows. Male corn is then interplanted on 19-inch centers between the female corn rows. The male rows are removed immediately after pollination, so they do not compete for space, light and nutrients. Interplanting helps avoid outcrossing for improved genetic purity, and enables us to use 100% of each field's production capability to grow seed. The use of 38-inch rows, high soil fertility and higher female plant populations combines to provide Fielder's Choice a substantial yield advantage compared to a typical seed production company. This is a big reason why Fielder's Choice is such a good value.

STEP 2

Provide Faster, Better Service

Fast, efficient, accurate customer service. It is what you deserve. And it is what you get from Fielder's Choice! Think about this. With traditional seed companies, your dealer interprets the product information in the seed catalog with the help of his district sales manager. The district sales manager gets his information from the product manager or the research manager. So there are opportunities for various interpretations. At Fielder's Choice, one call does it all. Your Fielder's

Choice customer service representatives are familiar with the hybrids and can provide answers to your questions. Plus, Fielder's Choice has extended its hours of operation to be here when it is convenient for you to call . . . not just banker's hours. Our goal is to provide you the service you need when it is convenient for you! Fast. Efficient. Accurate.

STEP 3

Pull a Few Fingers From the Pie

With Fielder's Choice, you order direct. You pay no sales commission. You save money. In traditional seed companies, dealers and company salespeople, district managers, regional managers and even some vice presidents of sales and marketing receive money and other costly rewards based on the dollar value of their seed sales to you. There are just too many fingers in the pie. We eliminate all these costs by *eliminating the entire sales function!* You see, *Fielder's Choice seed corn is not sold at all; it is requested and purchased by our customers.* Our goal is to provide you with a much more efficient, convenient, low-pressure way to do business. Our customers seem to like it, too!

STEP 4

Cut the Craziness

If you have ever purchased equipment, seed or other products only to discover that your purchase has helped to qualify the dealer for a trip to Acapulco, Bermuda, Cancun, Las Vegas, or some other exciting destination, you already have discovered the true "thrill" of a company sales incentive program. As for most customer purchase incentive programs, we know that the only way they work financially is when many people pay for rewards which only a few customers actually receive. If you are not in a position to take advantage of customer incentive programs, we think you deserve the option not to pay for them. Believe it or not, these companies pay people \$40,000-\$50,000 every year to create these promotional programs! This is crazy! Naturally, when you buy Fielder's Choice, you don't pay for the crazy ideas of some



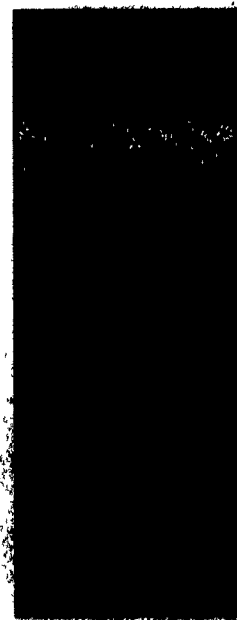
"How can you possibly sell premium quality seed corn for about one-half of the price for which major companies sell it?"

"Many of our customers ask this question. And it deserves an answer. Please take the time now to read this entire catalog . . . it's the easiest way for

you to find out more about our company.

"Start by looking at the chart below. It provides an overview of how we save you money by

Travel expenses
Magazines
Sales literature and catalogs
Advertising
Administrative salaries
Transportation
Administration
Research
Production



Fielder's Choice