

The extra yield from my Jacques® 7820 was like selling cash corn for a dime more.

I'd never really thought about my corn yields that way before. Maybe it's because we're doing more forward pricing now than we used to. But I was looking at the extra six bushels I got from my Jacques 7820 compared to the yield from my next best hybrid. Then I figured what that difference would be worth over my whole farm.

With my whole farm average right at 140 bushels and corn at around \$2.25, that extra six bushels an acre would be the same as selling every bushel I produced for a dime more. And that's not adding anything in for the fact that my 7820 was drier, too!

Doing that little bit of math taught me two things: a new appreciation for what those few extra bushels an acre can mean to my total income and that I'd better plant more of my corn acres to Jacques 7820 next year!

corn • soybeans • alfalfa
sorghum • sunflowers



A DIVISION OF AGRIGENETICS COMPANY

Prescott, WI 54021
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"Doing what works for you."

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Beef Council Will Hold Meat Marketing Seminar

HARRISBURG (Dauphin Co.) — On February 4, the Pennsylvania Beef Council and Pennsylvania Food Merchants Association will cosponsor the 4th annual Retail Meat Marketing Seminar.

The location is at Willow Valley Family Resort and Conference Center in Lancaster.

This year's theme, "Designing Tomorrow's Meat Case," looks at the progress and potential of the retail meat department, including new profit opportunities through state-of-the-art efforts by industry researchers.

Topics such as cents per pound pricing, computer assisted retail decision making, and consumer-ready products will be presented by representatives actively involved in meat marketing systems. Speakers include Chef Bubba, nationally renowned for his work with value-added products; Greg Persing, corporate meat merchandiser systems coordinator for Super-Valu, Inc.; Matt Wineinger, director of retail programs for the Beef Industry Council; and Dr. Gary Smith, who holds the Monfort chair in meat, animal, and food sciences at Colorado State University.

Plan now to attend a seminar, which illustrates the leading-edge in meat marketing and cutability research. You'll see firsthand how new merchandising/pricing techniques can be utilized to provide profit opportunities for the retail meat industry.

An innovative retail meat department prototype will be displayed illustrating consumer branded meat products, the newest in packaging ideas, nutritional labeling, and more.

For more information, contact the Pennsylvania Beef Council at (717) 545-6000 or at (717) 731-0600.

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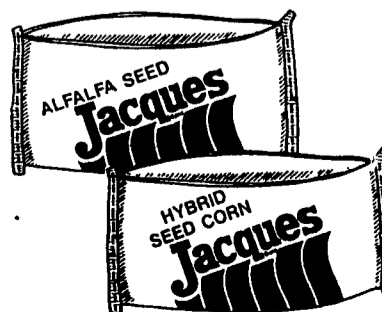
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