

Hoffman Seeds Educates Growers For Next Century

LANCASTER (Lancaster Co.) — Hoffman Seeds, exclusive distributor of Novartis Seeds in the Northeast, conducted a Technology Field Day in conjunction with Novartis Crop Protection to help educate farmers on the latest in crop and seed treatment technologies for corn, soybeans and alfalfa, and to assist growers in incorporating these advances in their own operations.

The Technology Field Day was held in conjunction with Dow Agro Science And AgrEvo at the Hoffman/NK Technology Learning Center in Lancaster County.

bank of interactive computers and PCs loaded with a variety of agricultural software for growers to sample, including a real-time data and information program, instant yield and crop mapping, and accounting software especially for the agriculture industry.

"In order to compete worldwide, farmers now have to be extremely technical," said John Flanagan, sales representative for Novartis Crop Protection. "We're providing farmers with an opportunity to fine-tune their total herbicide program with genetically modified plants that are best for both growers and the environment."

"We're working not only to educate growers about coping with the challenges in the next century, but how to prosper in this new agricultural environment," said Hoffman Seeds President Fred M. Lepley. "We're providing answers to problems facing farmers today and offering a complete package of technologically-advanced products, including seed, special-added traits and crop protection, that work together to literally provide custom-tailored solutions."

Hoffman Agronomist Mark Mattingly introduced a new Bt corn hybrids with Yield-Gard protection and confirmed that selecting hybrids for drought and stress tolerance continues to be a focus at Hoffman Seeds.

Mattingly highlighted a new hybrid, N58-D1, which provides excellent control of first and second generation European corn borer and has extremely high yield potential. Also providing excellent corn borer control, N6800Bt produces high quality grain with very heavy test weight. N82-J6 is a first choice hybrid for full-season areas, providing exceptional top-end yield performance and good drought tolerance.

A new generation of alfalfa was also introduced, including Evergreen with Hopper Guard™ potato leaf hopper resistance, a highly adaptive variety scoring a 29 index rating for disease resistance, and Geneva, expected to be Hoffman's top-selling new variety.

Selected for stress tolerance, highlighted soybeans included R366, Hoffman's top-selling Roundup Ready® variety, with superb performance as a full season or double-crop variety and widely adapted from central Pennsylvania to southern Maryland and central Virginia. S42-MI is a new Roundup Ready variety with cyst nematode resistance and excellent early growth. An extremely flexible new Roundup Ready soybean, S34-B2 is adaptable to most soil types, row widths, tillage systems and crop rotations.

Showcasing the latest in biotechnology and its impact on the future of farming, the on-site Novartis Technology Van provided a



Officials stand in front of the Novartis Technology Van at the Hoffman/Novartis field day last week. They are, from left, Jerry Hoeh, vice president, CFO, Novartis Seeds; Mark DeBower, director of business development, Novartis Seeds; Fred Lepley, president, Hoffman Seeds; George Ewina Jr., CEO, Hoffman Seeds, and Jeff Cunningham, director of sales, Hoffman Seeds.

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