

TheLife

Winter 2020

by NuTech Seed



2020 PERFORMANCE ANALYSIS

We're digging into the data and learning plenty!

CELEBRATING THE SEASON, NUTECH STYLE

See how your fellow farmers are getting festive

HAVE YOU SEEN THE CORN TODAY?

NuTech dealer Kevin Schmitt shares his perspective

THE Holiday ISSUE



NuTech
Seed®

Our best business relationships start with a friendly introduction

NuTech is expanding our dealer network.

If you know someone with a passion for the farming lifestyle and a good head for helping customers, maybe we should meet.

Referrals gratefully accepted at: info@nutechseed.com

TO OUR READERS



REFLECTIONS ON THE YEAR



This is always such a special time of year. With Christmas around the corner and a new year ahead, it's good to take a moment and reflect on how much we have to be thankful for.

Challenges like those we faced in 2020 are nothing new to people from the heartland. We manage to withstand storms, drought, deployments — and yes, this year, even a pandemic. And somehow, we come through it stronger, better and still grateful. In so many ways, we're not only our country's heartland, but the backbone, too.

This past season, I was blessed to celebrate the last harvest with some old friends and watch as farming's next generation of leaders rises to the occasion. As always, the cycle continues and we're so glad to be a part of it.

As we settle into winter, it's a time for us to rest the soil and our souls. Of course, I know your wheels never stop turning. There are decisions to be made, but there's comfort in knowing that we'll always manage what we can control and be ready for what comes next.

Around NuTech, we've been reminding ourselves: expect performance and deliver performance. I suspect this idea

applies to your operation as well. As you know, thriving in business often comes down to just a few fundamentals: keeping it simple, surrounding yourself with good people and staying focused on what really matters.

As NuTech continues to grow and welcome more people into the Lifestyle, the level of excitement grows, too. We've never been in a better place to help your business succeed. And while sometimes it takes a little more time than you expect to reach your next plateau, the journey to get there — and doing it together — makes it all the sweeter.

As the year draws to a close, I want to say thank you on behalf of our entire team. We hope we've helped remind you to "see the corn today" and that we've been able to have an impact on you and your business. We respect our responsibility as seed professionals and the opportunity to serve so many unique and resourceful people. We can't wait to do it all again next year.

Warmest holiday wishes,

Brad Damery
General Manager

WHAT ARE WE TALKING ABOUT?

PERFORMANCE LOOKS GREAT

We saw some awesome jumps in performance this year, thanks in no small part to the ever-better germplasm backing our portfolio. Be sure to check out the Harvest Results section on NuTechSeed.com. We'll keep updating results as the data comes in.

HOW CAN WE DO EVEN BETTER NEXT YEAR?

We're digging into the data and asking ourselves the tough questions. In the would've/could've/should've and whys, we're uncovering valuable information and recommendations for future growing seasons. Learn more about how we crunch the numbers on page 28.



THE HOLIDAYS ARE HERE

We're looking forward to sharing time with our loved ones and embracing new traditions this year. (Who says a toast over Zoom can't be festive?) Most of all, we're looking ahead to a prosperous new year for all. Enjoy the season!

We love to hear from everyone living the NuTech Lifestyle, so keep in touch on social media. Not following us yet? Look for NuTech Seed on Facebook, Twitter, Instagram, LinkedIn and YouTube.



THE Holiday ISSUE



TheLife
by NuTech Seed



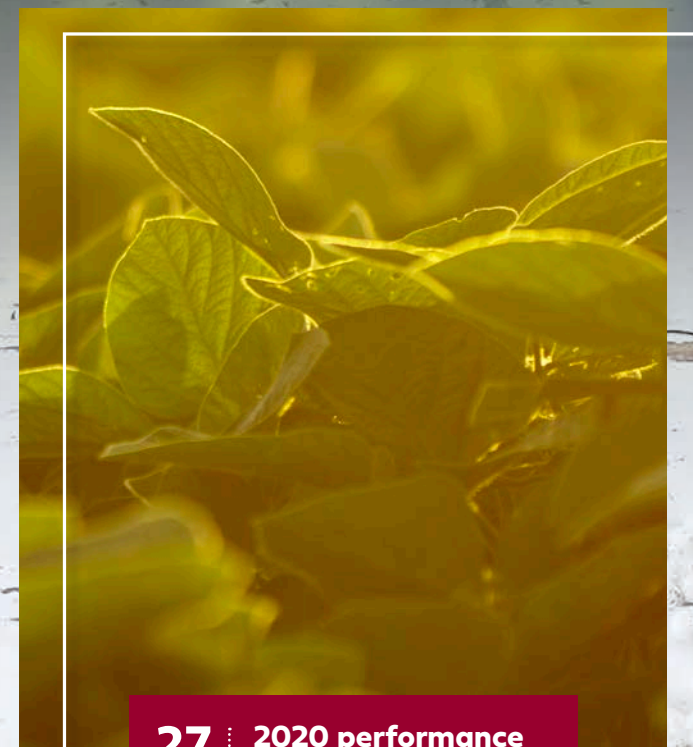
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With sons in the Air Force and Marines, Agronomist Brad Johnson reflects on life as a military dad.



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Holiday greetings from our family to yours!



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The season shines at festivals of lights.

What's happening at NuTech this season?



FILLING ORDERS AND SHIPPING SEED

While our customers are winding down the season, we're getting going for 2021. Seed delivery time is always exciting around NuTech! We're busy confirming orders, emptying one warehouse only to fill another, and shipping seed just as quickly—but carefully—as we can so you'll have everything you need come spring.



ENLIST E3® SOYBEANS SUPPORT

We're working closely with our customers who are new adopters of Enlist E3® soybeans and the Enlist™ weed control system. It's a really user-friendly system, but there's always a learning curve with new technology. Your NuTech team is here to make sure that whether you're new to Enlist E3 soybeans or just need a refresher, you can be good-to-go next season.



STARTING SEED PRODUCTION

Meanwhile, on the bottom half of the hemisphere, we're getting seed into the ground in South America for winter production, working to ensure we have your favorite NuTech hybrids and varieties available.

CELEBRATING NEW LIFE AT NUTECH

There's always something new on the farm, and this year, there were a few new things at NuTech, too! We're celebrating a mini baby boom in the NuTech family. Welcome to these NuTech babies and here's wishing you a wonderful "Baby's First Christmas!" We'll be looking ahead to welcoming even more little ones in 2021. Oh, baby!



Grandpa Randy with Knox

DSM Randy Winterland welcomed a new grandson, Knox, on October 2. Randy is excited to welcome another grandchild – his 4th! – in June.



Avery Allen

Avery Allen was born October 21 to Marketing Lead Nicole Allen.



Caysen Gilbert

Caysen Gilbert, born October 29, is the son of DSM Ryan Gilbert.



Schweinefus grandbaby Tripp with big brother Duke

DSM Eric Schweinefus welcomed his 2nd grandson, Tripp, in November.



A new little one in the new year!

Marketing and Sales Support Specialist Katie Allen and her husband are expecting their first child in May. Congratulations!



Elizabeth Northcutt and her baby calf

Elizabeth Northcutt, daughter of DSM Mark Northcutt, welcomed her new baby calf on October 25.



A baby goat gets a warm welcome on the Booton farm

NuTech Sales Agronomist Ryan Booton and his family added some baby goats to their farm in August.

BABY'S FIRST
Christmas
2020



We asked readers to send us what their kids are most hoping Santa will leave under the tree this year. These entries made us smile. We sure hope all their holiday wishes come true!

Kids don't know how good they have it

"My grandson is wanting a robot and farm equipment. My fondest memory was when I was 6 and I had asked for a Mickey Mouse watch from Santa. I got it and I was the happiest girl ever. I always loved going to my grandmother's house and seeing that Santa had left my stocking full of mixed nuts and an apple, an orange and a grapefruit. I miss being a kid."

-Nikki Grimpo



A clean start to 2021

"My 4-month-old is asking for diapers and wipes for Christmas!"

-Kiela Martin



Because a Red Rider BB gun is for amateurs

"Jacob would really like a gun big enough to go pheasant hunting with me and Old Yeller (his yellow lab)."

-Jason Meyer



We're going to need a bigger cart

"We decided to walk through Target with our girls and watch them to see what sparked the most joy. As we watched our kids look at all the different toys and games, we determined that they want one of everything!!"

-Dylan Lanham



A different kind of egg roll

"My 9-year-old daughter wants a new chicken coop. She wants one on wheels so she can move it around the yard by herself!"

-Melissa Boots



It's the simple things

"When our son was 4, he wanted soap to clean the bathtub. After many, many tries, I finally got through to him that Santa could get him more [gifts]. He then asked for a big green balloon. The following year, he asked for Christmas lights to decorate our garage with."

-Rebecca Bollmeier



Every kid loves Christmas

"I'm pretty sure my 'kid' is looking forward to being able to wear his Christmas outfit, get all the snuggles by the fire and eat as many treats as he can."

-Megan Huelsmann



SPOT THE DIFFERENCES

It's Christmas in NuTech country!

There are **10 differences** between these photos.

Can you find them all?

(Answers on page 39)

HOME OF THE BRAVE

Brad Johnson shares his experience as a dad to sons who serve

Things are kind of quiet at the Johnson house these days. Brad Johnson, NuTech lead agronomist and product manager, and his wife, Mary, had been used to having son Tanner and a handful of his buddies in their house most days. But this past May, Tanner headed off to Marine boot camp in San Diego, making him the second of Brad's boys to join the armed forces.

"Maybe it's true what they say about it skipping a generation," Brad jokes about the family's military service. Brad had grandfathers and an uncle who served, and Tanner was inspired by a cousin who joined the Marines. "He's been infatuated with the Marines since he was a little kid," Brad says. Tanner paid a visit to the local recruiting office at age 16 to express his interest in joining. For the next two years, he participated in some preparation activities, making him more than ready to officially join when he turned 18. The pandemic forced Tanner to learn some serious patience, however, as he was quarantined in a San Diego hotel room for two weeks before his training could even begin. On

the upside, Brad explains, Tanner was more than ready to dive into boot camp when quarantine was up. "He seemed to excel through it," Brad says of Tanner's boot camp

experience. He's now stationed at Fort Leonard Wood in Missouri, doing Motor T training, where he'll learn to drive big trucks like semis and tankers.

For Brad's oldest son, Wyatt, the decision to join the military was a little less expected. After a semester in college, Wyatt took a pause — deciding not to continue investing in tuition until he was sure what he wanted to do. Over Christmas break, he decided to enlist in the Air Force. During his four-year stint, Wyatt worked on C-130s doing electrical and air systems control work, and was deployed for a short time to Afghanistan.

Now out of the Air Force, married and enrolled in college again, Wyatt has continued his service as a member of the National Guard, and will be deployed to Guam by the time this article is published.

Brad sees value in the military experience for both sons. "When Wyatt

finished boot camp and we went for graduation, he was a different kid,” Brad recalls. “They instill a lot of things the world needs today — discipline, focus, responsibility, integrity,” Brad says, adding that he thinks both Wyatt and Tanner appreciate that their service lets them focus on the most basic and important things in life and “what really matters to humanity.”

After having no contact with Tanner for 17 weeks (boot camp rules), Brad and Mary have been able to catch up with him now and then by phone and video calls. "But they keep him pretty busy," Brad says. He knows Tanner and Wyatt stay in touch regularly. With their conflicting service schedules, the two probably won't be together in-person for quite a while, but they've bonded over their military experiences.

Brad is most proud that all three of the boys have found meaningful pursuits they can really engage in. "As a parent, it makes you feel like maybe you did something right," Brad says. Tanner's four-year commitment will help determine his future path. ("He has the gift of gab," Brad laughs, and suggests Tanner might make a successful

Brad Johnson poses with his family: (L-R) Payton, Wyatt, Mary, Brad and Tanner, several years before he would enlist in the Marines.



salesman one day.) Payton is likely to follow his dad into agriculture and Wyatt is pursuing a business degree and may yet continue a military career. Brad sees bright futures for all of them.

And through all their experiences, Brad has noticed one thing: a newfound appreciation for home. “Wyatt had said

“They [the military] instill a lot of things the world needs today-discipline, focus, responsibility, integrity.”

-Brad Johnson

he'd never come back to Iowa," Brad notes, "But he saw the rest of the world and said, 'Maybe Iowa's not so bad.'" Brad knows Tanner is a little homesick, too. Something tells us the Johnsons will be more than ready to see all of the boys around the table again whenever they make their way home.



Brad's son Wyatt and his wife, Abby.



Tanner joined the Marines this year.



On behalf of everyone at NuTech, we salute our veterans, active service members and military families.
Thank you for your service and sacrifice.

Have you seen the corn today?

Like so many of us, Kevin Schmitt of Triple S Ag Solutions found 2020 filled with change. Kevin has been a seed dealer since 1985 and began representing Mycogen Seed more than 20 years ago. Earlier this year, when Mycogen transitioned to an all-retail channel under Brevant Seeds, Kevin wasn't sure what the next best step would be.

When he learned about the Brevant transition, Kevin was offered the opportunity to transition his dealership to NuTech and continue selling Corteva Agriscience™ products. But Kevin said: Not so fast. "We'd been approached by other seed companies [to be a dealer] for several years," Kevin explained. "I thought maybe this is the time to try something new and not just go where they tell us to."

Lucky for us, Kevin keeps an open mind. After meeting with the NuTech team — including DSM Barrett Raney and Sales Agronomist Keith Niemeier — Kevin decided NuTech might be the right fit after all. "The family and lifestyle thing really caught our eye big time," Kevin said. "We've got some good, large producers and they're family oriented." Kevin is excited to work with NuTech and said, "Barrett has been working with us to try and grow our business, remain profitable, but also retain our business. That's important and hopefully we'll be able to build upon that."

Transitioning his business to NuTech wasn't the only big change in Kevin's life this year. 2020 also saw Kevin's son, Jordan, become a partner in Triple S Ag Solutions. Kevin had been waiting patiently for several years for Jordan, 28, to come on board. "He worked as a mechanic for a farm equipment company out of college and was making good money," Kevin said. "So how do you convince him to come home and work with Dad? I just kind of waited him out." When Kevin needed part-time help a few years ago, he lured Jordan back to the family farm, eventually making him a salaried employee and, now, partner.

It's the continuation of a family tradition. Kevin has farmed in the area around Haubstadt, Indiana, his whole life, and worked with his two brothers and father starting in 1979. When one brother left the industry and the other decided to pursue dairy farming, Kevin continued farming grain with his dad for several more years until his dad decided to retire.

Kevin and Jordan are already making plans for the next generation of Schmitt farming. In August, Jordan welcomed a son, Jaxon — the family's first grandchild. "I'm hoping we can keep the farm in the family for a long time to come," Kevin said.

In keeping with Kevin's forward-thinking attitude, Triple S Ag Solutions offers biologicals including foliar-applied treatments

NuTech is right in line with our thinking about preserving and sustaining and making it a family thing. Not just a way to make a living but a way to keep your family together, keep your family healthy, keep the soil healthy and do the right thing."

and microbes alongside NuTech® seed. Kevin describes these biologicals as supporting "regenerative-type farming and doing less with synthetic fertilizers to be more environmentally friendly."

When asked what "Have you seen the corn today?" means to him, Kevin said it's about "looking at what we've got now and the blessings we've been given, and doing the right thing environmentally to

preserve and improve on them and make it more sustainable for our future generations to build on."

"NuTech is right in line with our thinking about preserving and sustaining and making it a family thing," he continued. "Not just a way to make a living, but a way to keep your family together, keep your family healthy, keep the soil healthy and do the right thing."



It's a question we ask each other every day at NuTech Seed. We believe it's our privilege to wake up every morning and see the corn—and soybeans and more—and the people who grow them.

Watch for more "Have you seen the corn today?" stories in this magazine and on our social media all year long as we share our appreciation for the farms and farmers we serve.

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Kevin Schmitt shows off some of this year's yield results with his son and business partner, Jordan.



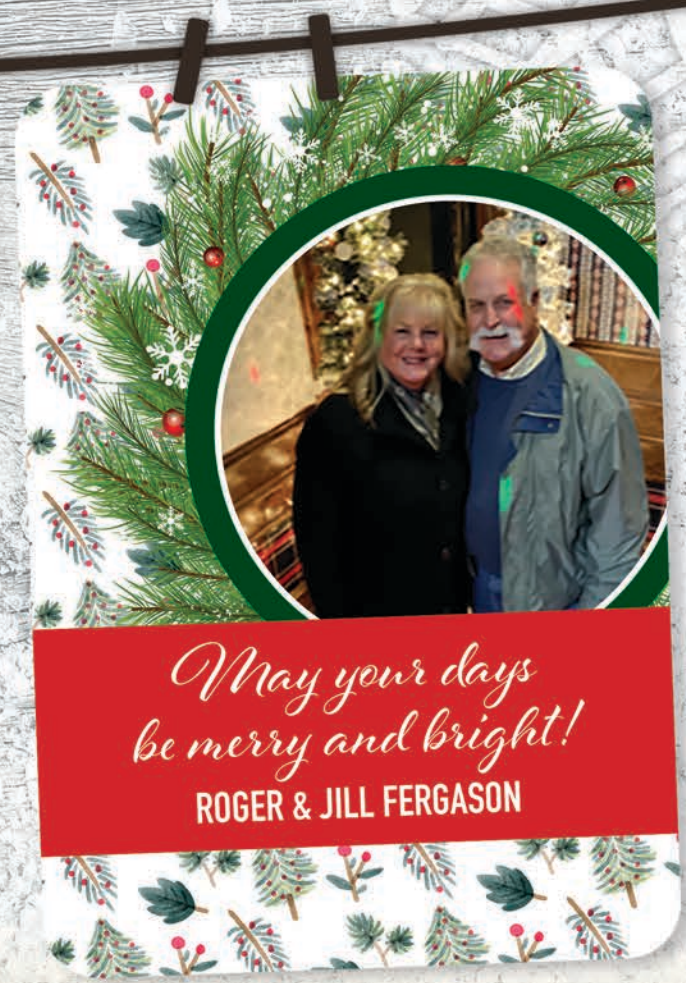
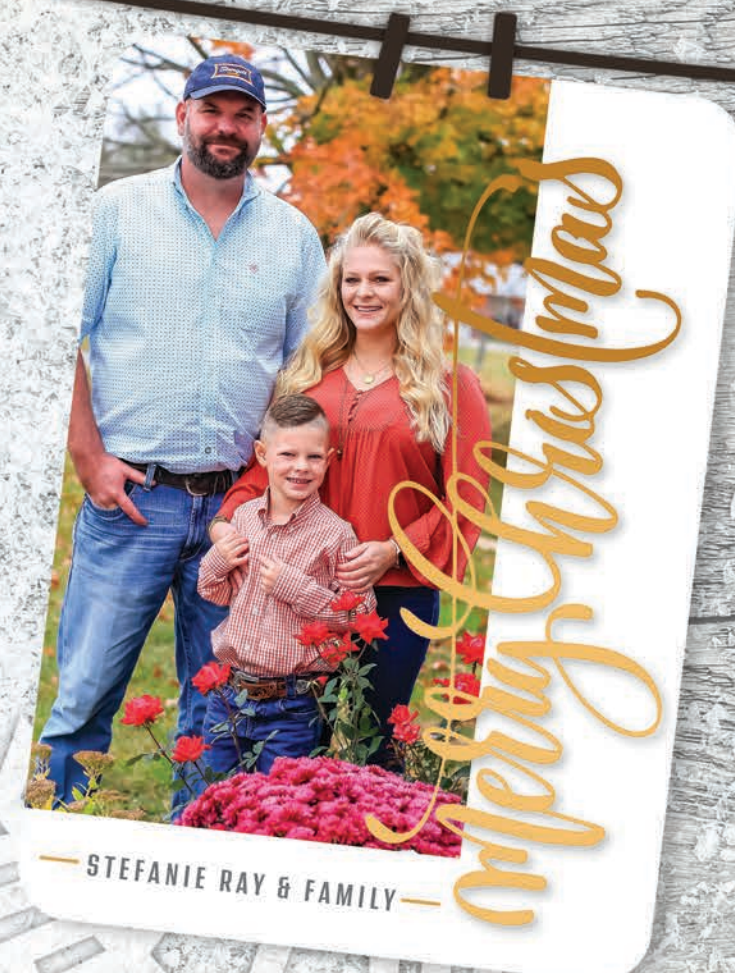
Three generations of the Schmitt family pose on the family's farm. The fourth generation arrived with the birth of baby Jaxon in August.

From our family to yours...

Merry Christmas from **NuTech**
Seed®

We celebrate family every day as part of the NuTech Lifestyle, but never more so than at Christmas. As you gather with your family to enjoy the season, we're sending you a wish for love and laughter to light up your holidays.

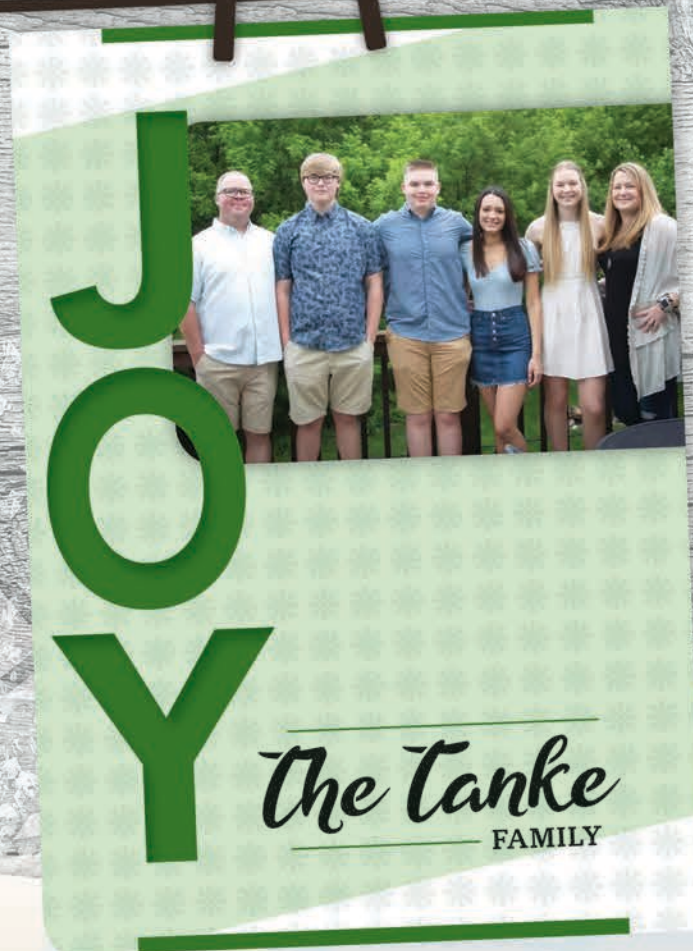
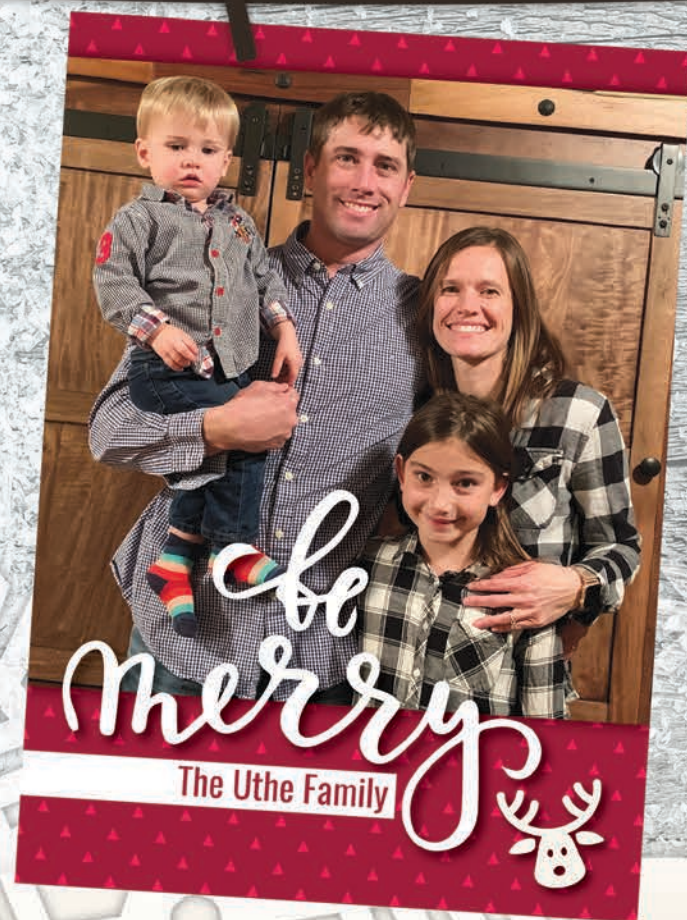






*Six feet
* Apart
* but
* Close at
* Heart*

The Strohbehn Family
Kyle, Emily, and Gabe



The Life

in pictures

‘Tis the season...
...for cherished traditions, time with family, gratitude
and celebration.

All of us at NuTech are thankful for the opportunity to
serve your family and farm. We wish you a blessed
holiday season and a happy and prosperous new year.

As seen in these photos from 2019, NuTech families
love to celebrate the holiday season with festive
decorations, twinkling lights and – when the weather
allows – a frozen friend out in the yard.



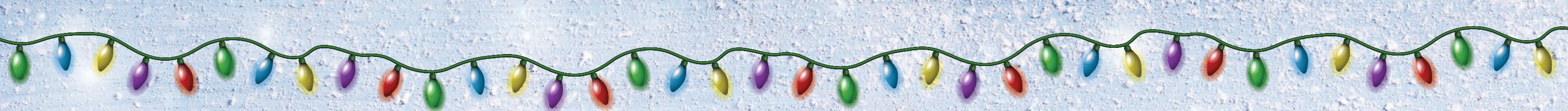
Jodi Meyer's inflatable menagerie in Montezuma, Iowa, includes a tree that's nearly as tall as a silo!



A highlight of the annual Belle Plaine, Iowa, lighted Christmas parade is **Buck Carl's** decked-out classic 1968 VW Microbus.



John and Shari Lannon go for traditional elegance with the lights on their Sidney, Illinois, home.



Chuck and Torine Miller made a snowman who's living the NuTech Lifestyle in Laclede, Missouri!



Clint Gorden's home in Mt. Auburn, Illinois, is decked out for the holidays.



Lora VonBokel of Pocahontas, Illinois, decorates a traditional tree for the living room...



... while son **Joey VonBokel** shows off his homemade pallet Christmas tree outside.



In Lacona, Iowa, the **Harryman girls** built a snow-farmer who loves Enlist E3® soybeans.



Just a few inches of snow is enough for the **Evans kids** of Vandalia, Missouri, to build a snowman.



The **Zwald family** picked out their tree from their own farm in southeast Iowa.





Baking traditions

So many holiday memories are made in the kitchen, especially around cookies. Whether you love making cut-outs covered with an explosion of sprinkles, have a beloved recipe passed down through the family, or end up making a dozen kinds so everyone gets their favorite, all across NuTech country, families are warming up their ovens and breaking out the rolling pins. Here are a couple of new, delicious cookie recipes to try this year. **Caution: Your family may insist that these are added to the cookie plate every year!**

ALMOND CRANBERRY OATMEAL COOKIES

Submitted by Annette Schweinefus, Decorah, IA

- 1 cup almond flour
- 1 tsp baking soda
- ½ tsp salt
- ¼ tsp cinnamon
- 1 cup almond butter
- ½ cup coconut or brown sugar
- ½ cup almond milk
- 1 tsp vanilla
- 1 cup oats
- ½ cup dried cranberries
- ½ cup (vegan) chocolate chips

Preheat oven to 350°.

Whip almond butter and sugar until light and fluffy.

Add almond milk and vanilla. Blend well.

On low speed, add dry ingredients.

Stir in oats, cranberries and chocolate chips.

Drop by tablespoons onto cookie sheet, and gently flatten with palm or the bottom of a drinking glass.

Bake 10 mins. or until set and edges are browning.

Let cool on baking sheet 5 mins. and transfer to wire rack to finish cool down.



APPLE SPICE DROPS

Submitted by Annette Schweinefus, Decorah, IA

For cookies:

- ½ cup butter, softened
- ⅔ cup sugar
- ⅔ cup packed brown sugar
- 1 egg
- ¼ cup apple juice
- 2 cups flour
- 1 tsp cinnamon
- ½ tsp baking soda
- ½ tsp nutmeg
- 1 cup chopped, peeled apples
- 1 cup chopped walnuts

For frosting:

- ¼ cup butter, softened
- 1 tsp vanilla
- 3 cups powdered sugar
- 3-4 Tbsp apple juice

For cookies:

Preheat oven to 375°.

Cream butter and sugars until light and fluffy.

Beat in eggs and apple juice.

Combine dry ingredients and gradually add to the creamed mixture.

Fold in apples and walnuts.

Drop by tablespoons a full 2 inches apart on a parchment-lined baking sheet.

Bake for 12-14 mins.

Cool on wire racks.

For frosting:

Cream butter, sugar, vanilla and enough apple juice to achieve a spreading consistency.

Frost cooled cookies.

GRANDMA SWAIM'S SUGAR COOKIES

Submitted by Jodi Davis, Georgetown, IL

- 1 cup real butter
- ¾ cup sugar
- 1 unbeaten egg
- 2 Tbsp milk
- 1 ½ tsp vanilla
- 3-4 cups flour
- 1 tsp baking powder
- ½ tsp salt

Preheat oven to 325°.

Combine all ingredients, mixing well.

Chill dough for at least 1 hour.

Roll dough out on a floured surface, and cut using your favorite shapes.

Bake 8-10 mins.

Cool on wire rack, then ice and decorate.



STIR AND DROP SUGAR COOKIES

Submitted by Nichole Lewis, Geneseo, IL

- 4 eggs
- 1 ½ cups oil
- 4 tsp vanilla
- 4 tsp baking powder
- 1 tsp salt
- 2 tsp lemon rind
- 4 cups flour
- 1 ½ cups sugar

Preheat oven to 400°.

Beat eggs with fork until well blended.

Stir in oil, vanilla and lemon rind. Blend in sugar until mixture thickens.

Sift together flour, salt and baking powder in a separate bowl.

Slowly add flour mixture to egg mixture. The dough will be soft.

Scoop dough onto cookie sheet and flatten lightly with a cup dipped in sugar. (It's best to coat bottom of cup with oil and then dip in sugar and flatten cookie.)

Bake for 8-10 mins.

Join us in the Sonoma Valley

2021 NuTech Getaway

August 1-6, 2021



We'll drink in everything California wine country has to offer from the laid-back luxury of the Fairmont Sonoma Mission Inn & Spa.

It's been too long since we had a chance to experience the NuTech Lifestyle together. Like a fine vintage, this trip will be worth waiting for.



**Expect performance.
Deliver performance.**

Analyzing the 2020 season

This is our new mantra here at NuTech, and the 2020 season really came through. With an ever-improving lineup of products, the expectations — and yields — continue to grow. Read on to see what we've learned from this season, and what we're already looking ahead to.

Look for more details coming soon!

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How NuTech mines the data that informs product selection

Between late summer and end of harvest every year, the NuTech team crunches a huge data set, looking for the trends and outliers that lead the way to increased potential.

Measuring performance starts earlier than you might think. In mid-July, Scott Davis, warehouse/supply lead, and Brad Johnson, agronomy lead, can be found walking lots of corn and soybeans, collecting notes on their iPads and clipboards. Then, in late August, spreadsheets and calls start to trickle in with the initial product performance reports. Harvest marks the culmination of a long season for NuTech customers. But for Davis and Johnson, it's just the beginning of analysis and evaluations. Sorting literally reams of data in a short window of time can be challenging, but without it, customers won't get the new product advancements they need. Davis spends countless hours leading the analysis efforts that guide Johnson and him as they work together as the NuTech product advancement team.

As Davis' thirty-first harvest season comes to a close, product performance is front and center. "I never thought of myself as overly analytical, but early on in my career, I was always fascinated with product performance," comments Davis. "I'm blessed with the ability to process numbers, lots of them at times. But performance data can be really overwhelming!"

When Davis started in the seed industry, it was important to have first-hand experience, and sitting in the combine during harvest gave him the opportunity to start gathering data. "I remember the days before yield monitors and maps, counting rows, rounds and gauging the grain tank, figuring performance as soon as I could," he recalls. Now the analytics in the cab are fast and make that data instantaneous, but that only accounts for the local performance. Verification with reams of other data, internal and

The NuTech product advancement team combines data analytics with in-person plot visits to make informed product evaluations. Research locations, like this one on Cordt Holub's farm, are a key part of NuTech's research.

third-party, is needed to determine if events are "an outlier or a symptom" as Davis likes to put it. In other words, can you expect more of a particular result or is it a one-off?

Dealer plots and side-by-sides, supported by third-party and internal research results, have always formed the foundation for evaluating product performance at NuTech. The perennial challenge has been organizing and evaluating the data. "In a previous company years ago, I remember writing a spreadsheet macro to average and rank hundreds of varieties in our local replicated experiment," Davis says. "The macro took two-to-three hours to run and I thought, 'There has to be a better way.' I found the new version of Excel had a PivotTable function and it processed the same statistics

in under 30 seconds!" As fast as that seemed, thirty seconds would be unacceptably slow by today's computing standards, as processing power has grown exponentially to support the vast amount of data needed to make sound product decisions.

Internal testing at Corteva Agriscience generates an incredible amount of data: thousands of potential products in hundreds of locations over many years. NuTech's side-by-sides and strip trials, coupled with robust third-party testing, add thousands more data points. Fortunately, Davis and Johnson are able to also rely on the resources and systems available from Corteva Agriscience to support thorough analysis. "We have some of the brightest, most talented people in the world working for Corteva in product development," Davis notes. "From breeders to statisticians to programmers, they all work tirelessly behind the scenes to develop products and tools to make our product development process easier."

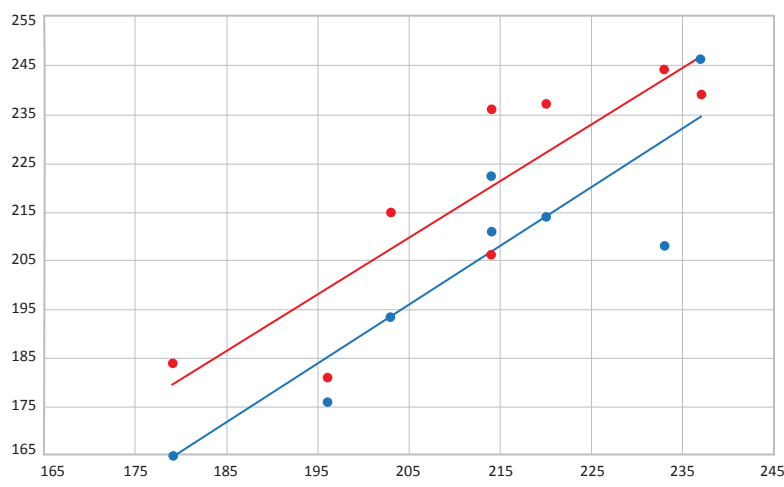
"I remember times when I wished I had more data. Clearly that isn't the problem anymore," comments Davis. "Now I just need to put it all together — kind of like a couple-thousand-piece puzzle, but it needs to be assembled now!" Charts, bar graphs, scatter graphs, Finlay-Wilkinson analysis, geo-mapped points, color-coded maps, regression

analysis and pivot tables are all standard inputs in today's NuTech new product selection process. Then, all the notes from Davis' and Johnson's days spent walking research locations throughout the summer are overlaid with the data. Because even with all the tools and analysis, there is no substitute for experienced eyes. "Data summaries are great, but we need to make sure they align with our personal observations from the summer," Davis notes. Sometimes you can get too much data, so the team focuses on the specifics, primarily within the NuTech footprint. Consideration is given around other national data for trends as well, but with hundreds of data points right in the NuTech area, there's ample data to make good product decisions with high probabilities for success.

For NuTech customers, the bottom line from all of this data is confidence. Over the past few years, performance increases for NuTech products have been remarkable, helping NuTech live up

to the objective, "Expect performance, deliver performance." As the product advancement team, Davis and Johnson focus on the "deliver performance" part of that goal so that customers can expect great things from their fields. "Starting out by walking fields gives you a strong basis of understanding the performance, and then confirming with the analysis is the rewarding part," Davis says. "Our products are making incredible performance jumps and truly taking us to new levels."

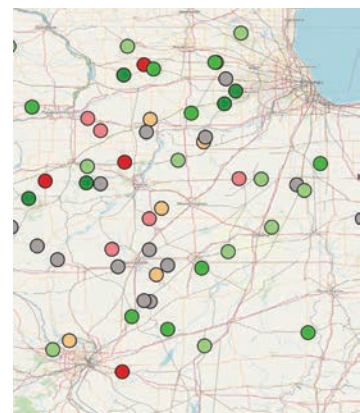
"It can be overwhelming, but with the right tools, it's actually fun to evaluate the performance," Davis says. He enjoys being able to simplify the results down to something that's as easy to see and understand as a traffic light. "Green is good!" he says. "You see green in the data, green on the yield monitor and when the grain tank is full, that's when product success all comes together."



Head to head comparisons are reviewed using a Finlay-Wilkinson analysis, which compares two products across different yield environments.

"You see green in the data, green on the yield monitor and when the grain tank is full, that's when product success all comes together."

– Scott Davis



"Green is good!" Scott Davis, warehouse/supply lead, works diligently each year to analyze NuTech performance results and interpret them in easy-to-understand visuals like this one, reflecting product performance in various locations.

A Seed Story

70A8AM™*BRAND:
ONE YOU CAN COUNT ON

She was getting noticed before she even had a name. Back in the late summer of 2019, the NuTech product advancement team was out walking test plots when a particular hybrid caught their eye, a real stand-out for emergence and early growth. It was time to nurture her potential and see what she could do in the field.

She got her start in a few plots around the region under the watchful eye of NuTech farmers who carefully charted her progress and performance. Would the proof be in the pudding? Gathering all the data called for patience, but the enthusiasm was hard to contain.

By the following January, it was clear she was a winner. Dubbed 70A8AM™*BRAND, she was ready for her star turn.

What made her so special? Sure, she started off strong, but what really impressed everyone was her ability to go the distance all season long. Mid-statured, with medium ear height, she was a stunner in the field. Real “landlord corn,” the boss called her — the kind you drive by and admire so much, you want her on all your tenant acres.

It wasn’t all about her looks, either. She was a hybrid of substance: anchored by strong roots that stood up to wind events, agronomically sound and able to thrive just about any place she was planted. It was when the combine hit her that she really showed her stuff, with impressive yields you could take all the way to the bank.

Knowing they had a winner on their hands, the NuTech team entered 70A8AM in all the big third-party trials in 2020. She didn’t let them down, placing in the top five consistently all across the Central Corn Belt.

She’s as reliable as they come, 70A8AM, and she’s earned her place in the NuTech portfolio and on more and more acres. Get to know her. You won’t be disappointed.

The boss said 70A8AM was real “landlord corn.” She turned heads with a combination of great looks in the field and even better yield in the bin.



THIRD-PARTY TRIALS AGREE

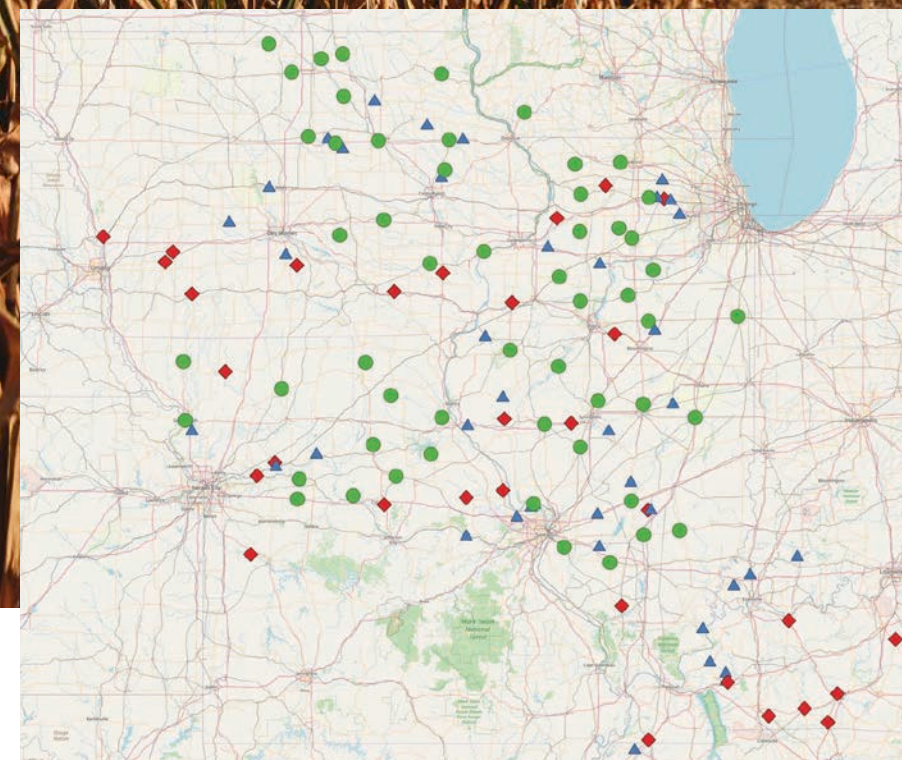
NuTech products perform across the Central Corn Belt

NuTech spends lots of time carefully evaluating products before they ever make it into our lineup. But when third-party trials roll around every year, we wait eagerly—just like you—for others to check our work and weigh in on performance.

The results of 2020 trials did not disappoint, with multiple top-10 finishes for NuTech products.

The data we collect from research locations across our region lets us know when we’re on to something truly special for our customers. It’s nice when trusted third-party trials agree.

NuTech covers the region with plot testing, evaluating products in conditions just like yours, and analyzing the results. Our commitment to extensive testing is all about giving you more confidence in how NuTech products will perform.



More testing coverage for more confidence

LEGEND

Green dots: F.I.R.S.T. Trial plots

Blue: NuTech plots

Red: University & other major third-party plots

This map shows only a sampling of test locations for just one product in the NuTech portfolio. Every year, NuTech products are evaluated in dozens of plots across the Central Corn Belt, including several major third-party trial locations.

Discover why so many Central Corn Belt farmers count on NuTech to perform for them year after year.

Find more trial results and plot data at NuTechSeed.com

NuTech
Seed

Performance and the Lifestyle

NuTech General Manager Brad Damery shares his take on the latest performance jumps for NuTech products and why the real value of performance goes far beyond yield.



Performance was really outstanding this year for NuTech products. What's behind those impressive results?

The product performance — I'd even call it a performance explosion — demonstrated in the third-party trials this year was unprecedented. I don't think you can put such a step-change in improvement down to any one single factor, but a big one has to be the research engine we have access to

through Corteva Agriscience. That research engine has become so strong as a result of the merger [of Dow AgroSciences and DuPont]. You had germplasm pools coming together and new teams coming together with fresh ideas and perspectives. It's exciting and a great time to have the support of an organization like Corteva.

How does your relationship with Corteva benefit NuTech and, ultimately, Central Corn Belt farmers?

In the complex, turbulent world of ag today, you've got to have good people to work with. Our relationship with Corteva gives us first-hand contact with all this product research and data, but then also the opportunity to pick and choose from that and be really selective. Corteva can say, "Here's a ream of data about what you can expect," but then we can have our own people verify that information and add their experience. We can see and touch those hybrids and varieties in our own research plots to find just the right products for NuTech.

This is what has allowed us to create a more complete and robust portfolio than we've ever had before, with more

consistent and reliable performance. Every product we add is like another link in the chain, so you can address more acres on a farm or in the region.

And the payoff is when customers are calling you and sharing exciting stories about what just happened in the field. That's what makes this so rewarding for us. Customers just as excited about the uptick in performance as we are.

You've been in the seed business for a long time, so it's striking to hear you call this year's performance "unprecedented." What is it about NuTech right now that is so different from what you've seen in your career before?

I think we've found our groove. The industry has been through a really challenging time over the past few years, and we're coming out of it. We've been through a lot of change, which means there isn't so much upheaval ahead of us. We've re-launched the NuTech brand, we've introduced a whole new portfolio and we've successfully navigated the introduction of a new technology with Enlist E3[®] soybeans. Now we can focus on our passion for seed and helping farmers succeed, connecting growers to each other and adding new people and new ideas that will just enhance what we stand for: success, enjoyment and family.

When you talk about the NuTech Lifestyle, it conjures up a feeling that can't be measured, while performance is definitely quantifiable. How do those ideas fit together?

Well, there's no question that performance drives success, but the farmers we work with know that success isn't just defined by getting a few more bushels per acre. Instead, it's about what success allows you to do. When your seed is performing, that gives you more consistency, more reliability and more satisfaction. Your business is easier to run. You're not managing so many risks and variables. Your mind can be freed up. You

Performance is like the engine behind the Lifestyle, making success, enjoyment and taking care of your family possible.

can enjoy things more. Performance also means you can take care of your family and their needs. For us as a company, performance means more resources and more opportunities. Now we can bring the NuTech Lifestyle to more people. Performance is like the engine behind the Lifestyle, making success, enjoyment and taking care of your family possible.

The NuTech Lifestyle has such a personal feel to it — a sense that we're in this together. Does that carry a certain extra level of responsibility?

Absolutely. There's nothing more important than trust, and trust is something you have to earn. We strive to do that every day. We're asking someone to write us a check for six figures every year, and the emotional and fiscal responsibility of that level of trust is immense. We have to respect the risk that person is taking with us and make sure we're giving them the time and comfort level to do that. And, by the way, that isn't six figures someone has sitting in the bank — it's most likely borrowed capital. Think of the trust they are showing to borrow that money, hand it over to us and believe that they'll get more back from their investment. If you can't recognize the magnitude of that, you're in the wrong business.

Recently, you've been talking a lot about "expect performance, deliver performance." Is that a way to drive home that responsibility?

It is, and it also keeps us driving toward excellence. We want to expect performance from each other and hold ourselves accountable for delivering performance. The idea is to hold ourselves to the highest standard and challenge each other

when we don't. We owe this level of expectation to the people who believed in us and got us where we are today, as well as those who join us from here on. They brought us to the dance, and we need to dance with them! We do that by delivering on products, knowledge, passion, service and excitement every day.

Along with success, enjoyment and family, NuTech also puts a lot of emphasis on appreciation. Why is that so important?

We have to recognize how fortunate we are to be involved with agriculture. This environment and the people who work in it are just so special. "Have you seen the corn today?" became kind of a rallying cry around that. And we started saying it when agriculture was at a bit of a low point because it reminded us that this is always a great industry and a great way to make a life. You don't want to look back and find you were too busy to appreciate what was around you. We ask, "Have you seen the corn today?" so everyone remembers to stop and do it.

What do you believe makes NuTech special?

That's easy: the people. A company takes on a personality and like attracts like. That's what we've done here. I've heard our employees say they wish they were customers. I've had customers say they wish they were employees. Why? Because it's *all* so much fun. And with the uptick in performance, it's only gotten better. NuTech captures that feeling of sitting in the planter, the self-satisfaction of being in the combine. You're building something. That's *my* field, that's *my* crop. *I* did that. That's what makes what we're doing here at NuTech so special.

**KEEP ON
TRUCKIN'!**

It's seed delivery time!

Thank you, drivers & CSRs!

We couldn't do it without you.

NuTech extends a big thank you to our customer service representatives (CSRs) who keep the orders organized and flowing, and all the hard-working drivers and trucking companies who will be putting in long hours delivering seed in the coming weeks.

Fern Cliff Trucking



"We work directly with the customer service representatives dispatching us to deliver and pick up seed for the NuTech dealer network. We really enjoy working with these folks! They are accessible and very responsive when the inevitable crazy situations in transport and distribution arise. We really appreciate the common-sense approach they use in getting the seed out to the country. NuTech CSRs are good at what they do! Looking forward to a great 2021 season!"

Randy Robison

Owner | Fern Cliff Trucking LLC

"Fern Cliff is a great example of living the NuTech Lifestyle — working hard without losing sight of what is important. Fern Cliff is always willing to go the extra mile and do what it takes to get the job done, all with a smile from start to finish, which truly makes a difference to everyone they come into contact with. I am grateful for people who motivate me to grow, work harder, achieve and smile!"

Monique Cullotta

NuTech Customer Service Representative



NuTech® seed loaded up and ready for delivery in a Fern Cliff truck.

That means a fleet of trusted delivery drivers will be out on the road getting every NuTech order where it needs to be.

Kincaid Trucking & K.D. Wilson Trucking



Kincaid Trucking is a valuable part of the NuTech delivery team.



The K.D. Wilson Trucking team is ready to deliver.

"Both of these drivers go above and beyond for NuTech, always willing to help out when a farm needs a delivery at the last minute. They are respectful at the farm and warehouses, calling ahead, letting them know when they will arrive and taking care when loading and unloading the seed. They work well with our whole team and understand the NuTech Lifestyle."

Julie Westerfield

NuTech Customer Service Representative

Reich Trucking



Reich Trucking looks forward to another shipping season.

"As we start off this new shipping season, we rekindle relationships from the office personnel through to the warehouses,

DSM and producers. They all make this process of delivering seed a smooth transition. We enjoy working with everyone involved."

Lee Reich | Trucker

Reeser Trucking, LLC

"Working with NuTech has always been a pleasure. From quality individuals building the loads with outstanding paperwork to the farmers we deliver the quality seed to. We have been hauling seed for NuTech for several years and look forward to many more."

Kevin Reeser | Trucker

MK Farms, Inc.

"The best part about hauling seed for NuTech is the opportunity to meet each customer and see a small glimpse of their farming operation. I enjoy talking to the customers about their farming practices and, in some cases, applying those thoughts/ideas to my own operation."

Connor Kelley | Trucker

That's one heck of a road trip

During delivery season, we'll have



1,100 trucks

on the road transporting NuTech seed to customers.

Each truck

makes an average round trip of 200 miles from warehouse to dealer for a total of **220,000 miles traveled.**



That's almost 9 trips around the equator or nearly

80 trips

across the United States!

GRAVEL TRAVELS

It's not that the days are getting shorter, it's that the nights are getting longer...so you have more time to enjoy looking at holiday lights! It's just a short trip to see some spectacular displays at festivals of lights throughout NuTech country.



THE WAY OF LIGHTS

Belleville, IL

Submitted by Lora VonBokel

We have been going to The Way of Lights at The National Shrine of Our Lady of the Snows in Belleville, Illinois, every Christmas season for the past 25 years! This is the festival's 50th anniversary. The Way of Lights includes dazzling light displays celebrating the birth of Christ.

REFLECTIONS IN THE PARK

Dubuque, IA

Submitted by Erica Reiss

Reflections in the Park in Dubuque, Iowa, is a holiday tradition for us. We love seeing the Christmas lights on display while enjoying a candy cane. Reflections welcomes more than 50,000 visitors annually. The display's unique "Memory Lane" is lined with stars representing people's loved ones.



THE FESTIVAL OF LIGHTS AND WINTER WONDERLAND

Peoria, IL

Submitted by Nichole Lewis

The East Peoria Festival of Lights is an annual parade of lights where the floats go through East Peoria. Afterward, people can see the floats by driving through wooden soldier Folepi's* Winter Wonderland park and looking at the hundreds of different light displays. Lots of them are set up so they look like moving pictures. It's the perfect thing to do when it's cold, because you can stay in your car and drive through!

**Folepi's name stands for Festival of Lights, East Peoria, Illinois.*

This year, the East Peoria Festival of Lights is a contender on season eight of ABC's "The Great Christmas Light Fight" with judge Carter Oosterhouse. Good luck, Folepi!

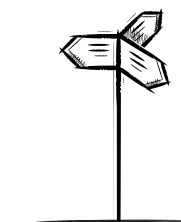


SCHMITT FAMILY TREE FARM

Paris, IL

Submitted by Stefanie Ray

The Schmitt Family Tree Farm in Paris, Illinois, offers you the chance to choose your own Christmas tree and see some beautiful lights and decorations.



TELL US ABOUT YOUR GRAVEL TRAVELS, GET A FREE CANDLE

Share your favorite Gravel Travel destination with us and we'll send you a special gift: A free 8oz. candle from Antique Candle Co.*

Email submissions to info@nutechseed.com.

You could be featured in an upcoming issue of The Life.

*While supplies last. Must live and farm in the NuTech geography to qualify.



ANTIQUE CANDLE CO. *farmhouse soy candles*



*longer lasting burn
made from natural soy
supports local soy farmers*



A product so good, it becomes part of the family

70A8AM™*BRAND from NuTech Seed

- Impressive yield potential
- Consistent results on a variety of soil types
- Dependable performance across NuTech territory

Talk to your NuTech representative about adding 70A8AM™*BRAND to your family of products.
www.nutechseed.com | 1-888-647-3478

*G2® brand seed is distributed by NuTech Seed, LLC.
 AM - Optimum® AcreMax® Insect Protection system with YGCB, HXI, LL, RR2. Contains a single-bag integrated refuge solution for above-ground insects. In EPA-designated cotton growing counties, a 20% separate corn borer refuge must be planted with Optimum AcreMax products. Do not spray with Liberty®. Not all seeds in the bag are tolerant to Liberty herbicides. Herculex® I insect protection technology by Dow AgroSciences and Pioneer Hi-Bred.® YieldGard, the YieldGard Corn Borer Design and Roundup Ready are registered trademarks used under license from Monsanto Company. Liberty®, LibertyLink® and the Water Droplet Design are trademarks of BASF.
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NuTech
Seed



SPOT THE DIFFERENCES (ANSWERS)



*G2® brand seed is distributed by NuTech Seed, LLC.



AM - Optimum® AcreMax® Insect Protection system with YGCB, HXI, LL, RR2. Contains a single-bag integrated refuge solution for above-ground insects. In EPA-designated cotton growing counties, a 20% separate corn borer refuge must be planted with Optimum AcreMax products. Do not spray with Liberty®. Not all seeds in the bag are tolerant to Liberty herbicides. Herculex® I insect protection technology by Dow AgroSciences and Pioneer Hi-Bred.® YieldGard, the YieldGard Corn Borer Design and Roundup Ready are registered trademarks used under license from Monsanto Company. Liberty®, LibertyLink® and the Water Droplet Design are trademarks of BASF.

The transgenic soybean event in Enlist E3® soybeans is jointly developed and owned by Dow AgroSciences LLC and M.S. Technologies, L.L.C. Enlist Duo® and Enlist One® herbicides are not registered for sale or use in all states or counties. Contact your state pesticide regulatory agency to determine if a product is registered for sale or use in your area. Enlist Duo and Enlist One herbicides are the only 2,4-D products authorized for use with Enlist crops. Consult Enlist herbicide labels for weed species controlled. Always read and follow label directions.

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[Address 1]

[Address 2]

[City], [State] [Zip]



It's great to count your bushels,
But it's even better to count your
blessings.

NuTech Seed wishes your family an abundant holiday season, overflowing with peace, joy and gratitude. Thank you for letting us serve your farm this year.



Success. Enjoyment. Family.