

Marketing Resources Catalog

Edition 2



The tools you need, when you need them.

Cover Crops | Forages | Turf

info@laxseed.com | 800.356.SEED | lacrosseseed.com

Soil First[®]
PREMIUM
COVER CROP SEED
Cover Crops


FORAGE FIRST[®]
WHEN YIELD AND QUALITY MATTER[™]
Forages

Earth / *Carpet*
THE SCIENCE IS IN THE SEED[®]
Turf

**SUMMER
SELECT**[™]
Summer Annuals

**BRIER
RIDGE**[™]
Food Plot Seed

NATIVES FIRST[™]
Grasses & Wildflowers

Leading the Industry for 100 Years

La Crosse Seed is an independent company that has paired an unmatched portfolio of forage, cover crop and turf seed with knowledgeable and experienced sales and support staff since 1919. We distribute products through dealers nationwide. No other small seed company matches our level of experience, product knowledge or product availability.

We do this by partnering with you to make sure you have what you need when you, and your customers, need it. That means quality seed delivered quickly, backed by expertise and industry-leading marketing resources and support. We'll always have accessible, knowledgeable sales staff and support specialists ready to help.

Visit lacrosseseed.com/resources to find hundreds of items designed to help you improve your sales!

Stay Connected

One of the goals at La Crosse Seed is to provide our customers with relevant and helpful information on a regular basis. Currently, La Crosse Seed sends regular email newsletters that communicate relevant topics.

► Email info@laxseed.com to SIGN UP TODAY! ► General questions can also be sent to info@laxseed.com



Sell More Seed with our "Brand Barn" Marketing Resource Portal

Our easy-to-use "Brand Barn" online tool allows dealers to order professionally printed marketing material including custom, co-branded options, for all the La Crosse Seed brands you carry.

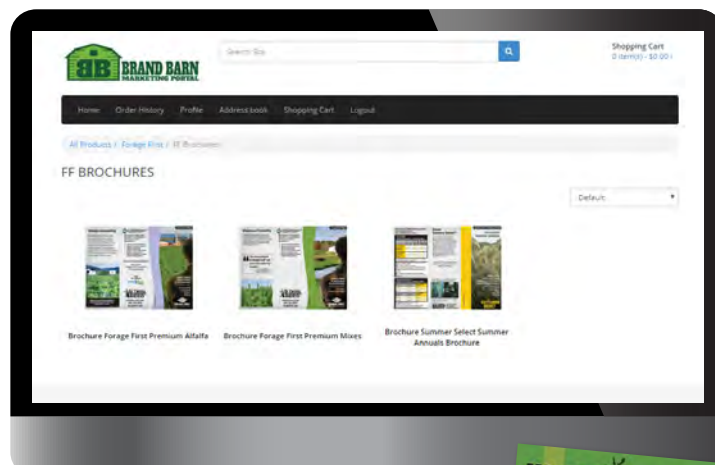
These useful and educational marketing resources are printed and delivered free to you and are designed to help you grow your business.

GET THE TOOLS YOU NEED: Enter the Brand Barn Today

Contact us or visit

lacrosseseed.com/brandbarn to request a free Brand Barn account.

Already signed up? Access the tool at brand-barn.com



La Crosse Seed SELL SHEET

LEADING THE INDUSTRY FOR 50+ YEARS
For 50+ years, we've been a leading provider of high-quality seed and agronomic solutions to farmers and ranchers across the Midwest. Our commitment to excellence and innovation has earned us a reputation for reliability and quality.

EMPOWER YOUR CUSTOMERS' LEVEL
We offer a wide range of agronomic solutions, from seed and fertilizer to crop protection and precision agriculture. Our goal is to help our customers maximize their yield and profitability.

MAKING YOUR CUSTOMERS SUCCESSFUL
We are committed to providing exceptional customer service and support. Our experienced agronomists and field staff are ready to help you solve any problem and ensure your success.

WE GROW LOGISTICS
We have invested in state-of-the-art infrastructure and technology to ensure the most efficient and reliable logistics for our customers. From seed production to final delivery, we ensure every step is optimized.

THE SEED YOU NEED WHEN YOU NEED IT

La Crosse Seed FOLDER

COVER CROPS | FORAGE | TURF

La Crosse Seed WINDOW DECAL

Brand decals are great on any glass or metal surface.



15 X 7 INCH
WINDOW DECAL

La Crosse Seed SALES SUPPORT SPECIALIST SHEET

Stay Connected with our Sales Support Specialists

Our Customer Support Center is your link to our team of Sales Support Specialists (SSS). They are ready and willing to support you in any way they can. Specifically, our team can answer any questions you may have about orders, shipping, invoicing or marketing support.

Placing an Order Has Never Been Easier!

Phone: Call us today at 800.356.SEED
Email: Send your orders to order@laxseed.com and our team will confirm (and ship) before playing.
Mobile App: Our new Seeding Success App can be downloaded on iOS and Android devices from the App Store or Google Play.

Jaime Engstler Email: jengstler@laxseed.com Sales Support Specialist	Jenny Hoeth Email: jhoeth@laxseed.com Sales Support Specialist for: Iowa, Missouri, Wisconsin and Illinois	Erin Jeranek Email: erj@laxseed.com Sales Support Specialist for: Iowa, WI, NE and MN
Chase Kruser Email: ckruser@laxseed.com Sales Support Specialist for: All Midwest and North Dakota	Krista Myhre Email: kmyhre@laxseed.com Sales Support Specialist for: Iowa, WI and MN	Mariah Rombao Email: mariah@laxseed.com Sales Support Specialist for: IA, WI, IL and MN
Diane Smith Email: dsmith@laxseed.com Sales Support Specialist for: IA, WI, IL and MN	"The customer service is always excellent, there's no doubt about that." Greg G., WI, Customer	

800.356.SEED laxseed.com info@laxseed.com



La Crosse Seed SEEDING INFORMATION CHART

SEEDING INFORMATION CHART

PLANTING DATE	PLANTING RATE	PLANTING RATE PER ACRE	PLANTING DATE	PLANTING RATE	PLANTING RATE PER ACRE	PLANTING DATE	PLANTING RATE	PLANTING RATE PER ACRE
Apr 15 - 20	1.50 - 2.00	1.50 - 2.00	Apr 21 - 25	1.50 - 2.00	1.50 - 2.00	Apr 26 - 30	1.50 - 2.00	1.50 - 2.00
May 1 - 5	1.50 - 2.00	1.50 - 2.00	May 6 - 10	1.50 - 2.00	1.50 - 2.00	May 11 - 15	1.50 - 2.00	1.50 - 2.00
May 16 - 20	1.50 - 2.00	1.50 - 2.00	May 21 - 25	1.50 - 2.00	1.50 - 2.00	May 26 - 30	1.50 - 2.00	1.50 - 2.00
Jun 1 - 5	1.50 - 2.00	1.50 - 2.00	Jun 6 - 10	1.50 - 2.00	1.50 - 2.00	Jun 11 - 15	1.50 - 2.00	1.50 - 2.00
Jun 16 - 20	1.50 - 2.00	1.50 - 2.00	Jun 21 - 25	1.50 - 2.00	1.50 - 2.00	Jun 26 - 30	1.50 - 2.00	1.50 - 2.00
Jul 1 - 5	1.50 - 2.00	1.50 - 2.00	Jul 6 - 10	1.50 - 2.00	1.50 - 2.00	Jul 11 - 15	1.50 - 2.00	1.50 - 2.00
Jul 16 - 20	1.50 - 2.00	1.50 - 2.00	Jul 21 - 25	1.50 - 2.00	1.50 - 2.00	Jul 26 - 30	1.50 - 2.00	1.50 - 2.00
Aug 1 - 5	1.50 - 2.00	1.50 - 2.00	Aug 6 - 10	1.50 - 2.00	1.50 - 2.00	Aug 11 - 15	1.50 - 2.00	1.50 - 2.00
Aug 16 - 20	1.50 - 2.00	1.50 - 2.00	Aug 21 - 25	1.50 - 2.00	1.50 - 2.00	Aug 26 - 30	1.50 - 2.00	1.50 - 2.00
Sep 1 - 5	1.50 - 2.00	1.50 - 2.00	Sep 6 - 10	1.50 - 2.00	1.50 - 2.00	Sep 11 - 15	1.50 - 2.00	1.50 - 2.00
Sep 16 - 20	1.50 - 2.00	1.50 - 2.00	Sep 21 - 25	1.50 - 2.00	1.50 - 2.00	Sep 26 - 30	1.50 - 2.00	1.50 - 2.00
Oct 1 - 5	1.50 - 2.00	1.50 - 2.00	Oct 6 - 10	1.50 - 2.00	1.50 - 2.00	Oct 11 - 15	1.50 - 2.00	1.50 - 2.00
Oct 16 - 20	1.50 - 2.00	1.50 - 2.00	Oct 21 - 25	1.50 - 2.00	1.50 - 2.00	Oct 26 - 30	1.50 - 2.00	1.50 - 2.00
Nov 1 - 5	1.50 - 2.00	1.50 - 2.00	Nov 6 - 10	1.50 - 2.00	1.50 - 2.00	Nov 11 - 15	1.50 - 2.00	1.50 - 2.00
Nov 16 - 20	1.50 - 2.00	1.50 - 2.00	Nov 21 - 25	1.50 - 2.00	1.50 - 2.00	Nov 26 - 30	1.50 - 2.00	1.50 - 2.00
Dec 1 - 5	1.50 - 2.00	1.50 - 2.00	Dec 6 - 10	1.50 - 2.00	1.50 - 2.00	Dec 11 - 15	1.50 - 2.00	1.50 - 2.00
Dec 16 - 20	1.50 - 2.00	1.50 - 2.00	Dec 21 - 25	1.50 - 2.00	1.50 - 2.00	Dec 26 - 30	1.50 - 2.00	1.50 - 2.00

11 X 17 INCH
SEEDING INFORMATION CHART

Forage First® SEED GUIDE

Yield and quality matter, but there's more. The Forage First® Seed Guide is the best resource for comprehensive Forage First® product information to help lead discussions with your customers.

**Greater Performance.
Good Move.**

Choose a Higher Forage Standard at a Practical Price

FORAGE FIRST®
WHEN YIELD AND QUALITY MATTER™

Forage First® Seed Guide | Edition 9

Clover & Other Legumes

Clover & Other Legumes

Featured Alfalfa

200+ Bu/A YIELD Advantage

Roundup Ready® Alfalfa: Higher Yield Advantage*
Controlling weed pressure during the establishment period provides increased available fiber for the crop.

*Data from University of Kentucky's 2014 Roundup Ready Alfalfa, August 2013

GENERAL CHARACTERISTICS	
ESTABLISHMENT	EASY
PERSISTENCE	HIGH
DROUGHT TOLERANCE	HIGH
WINTER HARDINESS	VARIABLES
PALATABILITY	HIGH
YIELD POTENTIAL	HIGH
GRAZING TOLERANCE	VARIABLES

PLANTING TIMES	
SPRING PLANTING	MAR - MAY
FALL PLANTING	AUG - SEP
LIFE CYCLE	PERENNIAL

SLEEDING RATE (LBS./ACRE)	
ALONE	15-20
BISEX	8-10
EMERGENCE (DAYS)	7-14

HARVEST MANAGEMENT
CUT AT 1/4 BLOOM; LAST CUTTING OF SEASON SHOULD BE 4 WEEKS BEFORE 1ST KILLING FROST

"We've been buying seed from La Crosse Seed for 25 years. This year we've added Forage First alfalfa to our product line. The product performance always meets our high expectations and my growers seem very satisfied."

Greg G., Eastern Wisconsin

FF 4215.HVX RR
Cutting System: 3 - 5

- Manage yield without quality trade-off
- Greater flexibility with wide cutting windows
- Avg. 12-15% less lignin & 12-15% higher NDF**
- Fast recovery/frequent harvest schedule
- Excellent winter hardiness
- Superior yield potential maximizes feed value

DISEASE & PEST CONTROL			
Phytophthora Root Rot	NR	Aphanomyces Race 1	NR
Verticillium Wilt	NR	Aphanomyces Race 2	NR
Anthracnose	NR	Pea Aphid	R
Bacterial Wilt	NR	Potato Leafhopper	R
Fusarium Wilt	NR	Stem Nematode	R

Fall Dormancy	4.2
Winter Survival	1.5
Total DRI	30/30

FF 4319.A2 RR
Cutting System: 3 - 5

- Higher Aph 2 resistance with Roundup Ready® technology
- Long stand life in adverse weather conditions
- Disease resistance package promotes stand establishment in wet soils

DISEASE & PEST CONTROL			
Phytophthora Root Rot	NR	Aphanomyces Race 1	NR
Verticillium Wilt	NR	Aphanomyces Race 2	NR
Anthracnose	NR	Pea Aphid	R
Bacterial Wilt	NR	Potato Leafhopper	NR
Fusarium Wilt	NR		

Fall Dormancy	4.3
Winter Survival	1.9
Total DRI	35/35

FF 42.A2
Cutting System: 3 - 5

- Highly resistant to Aph 2
- Perfect disease resistance package
- Top forage yields in trials
- Better suited for establishment in heavy & wet soils
- Fast recovery after cutting
- Excellent winter survival & persistence

DISEASE & PEST CONTROL			
Phytophthora Root Rot	NR	Aphanomyces Race 1	NR
Verticillium Wilt	NR	Aphanomyces Race 2	NR
Anthracnose	NR	Pea Aphid	R
Bacterial Wilt	NR	Potato Leafhopper	NR
Fusarium Wilt	NR		

Fall Dormancy	4.0
Winter Survival	1.9
Total DRI	35/35

NEW FF 4022.LH
Cutting System: 3 - 5

- High yielding leafhopper alfalfa, widely adapted across the Midwest
- Resistant to both pea aphids & stem nematode
- Replaces FF 42.LH
- Lates generation of leafhopper resistance with improved leafhopper expression

DISEASE & PEST CONTROL			
Phytophthora Root Rot	NR	Aphanomyces Race 1	NR
Verticillium Wilt	NR	Aphanomyces Race 2	NR
Anthracnose	NR	Pea Aphid	R
Bacterial Wilt	NR	Potato Leafhopper	R
Fusarium Wilt	NR	Stem Nematode	R

Fall Dormancy	4.0
Winter Survival	2.2
Total DRI	30/30

FF PREMIUM Brand
Cutting System: 3 - 4

- Solid performance at a modest price
- Improved disease resistance
- Widely adapted

DISEASE & PEST CONTROL			
Phytophthora Root Rot	NR	Aphanomyces Race 1	NR
Verticillium Wilt	NR	Aphanomyces Race 2	NR
Anthracnose	NR	Pea Aphid	R
Bacterial Wilt	NR	Potato Leafhopper	NR
Fusarium Wilt	R		

Fall Dormancy	4.0
Winter Survival	2.0
Total DRI	28/30

FF PRO Brand
Cutting System: 2 - 4

- Consistent performance at a budget price
- Widely adapted

DISEASE & PEST CONTROL			
Phytophthora Root Rot	NR	Aphanomyces Race 1	R
Verticillium Wilt	R	Aphanomyces Race 2	NR
Anthracnose	R	Pea Aphid	NR
Bacterial Wilt	R	Potato Leafhopper	NR
Fusarium Wilt	R		

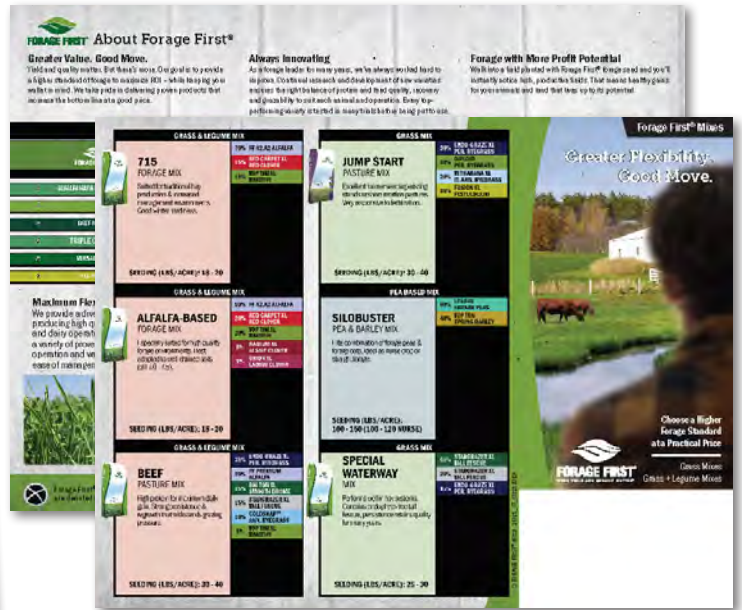
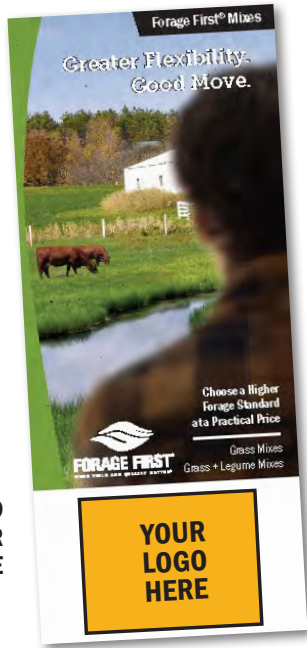
Fall Dormancy	3.0
Winter Survival	2.4
Total DRI	25/30

Forage First® BROCHURES

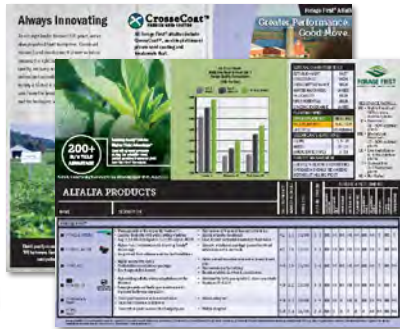
CO-BRANDING AVAILABLE

Forage First® brochures provide quick, relevant information about Forage First® alfalfa and mixes. Mix or alfalfa variety specific brochures are available, or customize a brochure to only include products that fit your specific business needs.

CUSTOM CO-BRANDED FORAGE MIXES OR ALFALFA BROCHURE



ALFALFA BROCHURE



FORAGE MIXES BROCHURE



Forage First® CO-BRAND POSTCARD

Capture your customer's attention with an alfalfa, mix or standard forage postcard. Include a custom message or let the Forage First® experts provide it for you.



CO-BRANDING AVAILABLE



HARVXTRA[®]

MARKETING MATERIAL with Roundup Ready[®] Technology

HarvXtra[®] RACK CARD

Forage First[®] brochures provide quick, relevant information about Forage First[®] alfalfa and mixes. Mix or alfalfa variety specific brochures are available, or customize a brochure to only include products that fit your specific business needs.

HARVXTRA
FF 4215.HVX RR Alfalfa

Reinventing Alfalfa That Gives Farmers Options - Not Limits

Yield or Quality? With FF 4215.HVX RR You Can Have Both.

DISEASE AND PEST CONTROL			
Phytophthora Root Rot	HR	Isosulium RR	HR
Verticillium Wilt	HR	Aphelenchus Brevi 1	HR
Anthracnose	HR	Aphelenchus Brevi 2	HR
Backstop Wilt	HR	Poa Angra	R
Facular Wilt	HR	Stem Nematode	R
HR Susceptible	LR		
Winter Survival	1.5		
Total DR	30/70		

FORAGE FIRST
BORN FROM THE QUALITY MIXTURE

Roundup Ready[®] Technology

FORAGE FIRST
FF 4215.HVX RR ALFALFA

HARVXTRA
with Roundup Ready[®] Technology

16-20% LESS LIGHTN[®] during growing FREEDOM

16% Increase in Yield

OR

26% Increase in Quality

With Roundup Ready[®] Technology

Visit HarvXtra.com for more information and legal information

info@harvfirst.com | 800.316.6628
foragefirst.com | lacrosseseed.com

LACROSSE SEED

HarvXtra[®] LITERATURE

Literature on a variety of topics is available to help inform and provide solutions for your customer's needs.



MORE DAYS TO DO WHAT MATTERS.

HARVXTRA

LEARN WHY CONVENTIONAL ALFALFA JUST DOESN'T CUT IT.

HARVXTRA

IT'S A TIME TO GET AROUND THE CONVENTIONAL WAY.

HARVXTRA ALFALFA GETS REAL-WORLD RESULTS.

PETER KAPPELMAN
WISCONSIN

WILLARD DEHOLVER
CALIFORNIA

JUSTIN PETERSON
MINNESOTA

CREG JUNKS
OREGON

CREG MOSES
MINNESOTA

MAKE THE MOST OF YOUR DAYS.

HARVXTRA

KNOCK OUT THE COMPETITION.

With Roundup Ready[®] Alfalfa, you get:

1. More Control
2. More Flexibility
3. More Yield
4. More Quality
5. More Profit

MANAGING ROUNDUP READY[®] ALFALFA

Roundup Ready[®] Alfalfa is a new alfalfa variety that is resistant to Roundup herbicide. This allows farmers to control weeds and other unwanted plants in their alfalfa fields, resulting in higher yields and better quality alfalfa.

FREQUENTLY ASKED QUESTIONS.

WHAT IS HARVXTRA[®] ALFALFA?
HarvXtra[®] Alfalfa is a new alfalfa variety that is resistant to Roundup herbicide. This allows farmers to control weeds and other unwanted plants in their alfalfa fields, resulting in higher yields and better quality alfalfa.

WHAT IS THE DIFFERENCE BETWEEN HARVXTRA[®] ALFALFA AND CONVENTIONAL ALFALFA?
HarvXtra[®] Alfalfa is resistant to Roundup herbicide, while conventional alfalfa is not. This allows farmers to control weeds and other unwanted plants in their alfalfa fields, resulting in higher yields and better quality alfalfa.

ALFALFA THAT FEELS LIKE FREEDOM.

With Roundup Ready[®] Alfalfa, you get:

- More Control
- More Flexibility
- More Yield
- More Quality
- More Profit

HARVXTRA
with Roundup Ready[®] Technology

HarvXtra® POWERPOINT™ PRESENTATION

Provide information in style with a thematic Powerpoint™ presentation.

Pre-populated content available.



HarvXtra® MARKETING KIT

The comprehensive marketing kit includes:

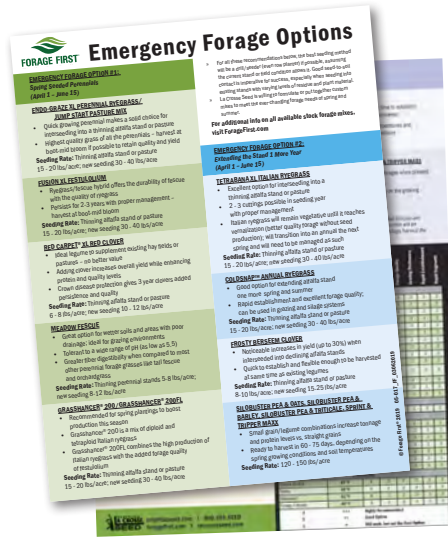
- 18 x 24 inch HarvXtra® Poster
- 18 x 24 inch Roundup Ready® Poster
- HarvXtra® Introduction Packets
- (1) HarvXtra®/Roundup Ready® Tissue Cover
- (1) HarvXtra®/Roundup Ready® Pop-Up Tower
- Thumb Drive with pre-loaded HarvXtra® information
- 8 x 10 inch HarvXtra® Window Cling
- 8 x 10 inch Roundup Ready® Window Cling
- Amazon Echo Dot Stand pre-programmed with HarvXtra® information



Forage First® TECH SHEETS & LITERATURE

Tech sheets provide comprehensive, focused detail on each Forage First® product, one product sheet at a time.

Additional literature on a variety of topics is available to help inform and provide solutions for your customer's needs.



EMERGENCY FORAGE OPTIONS



TECH SHEETS

Forage First® WINDOW DECAL

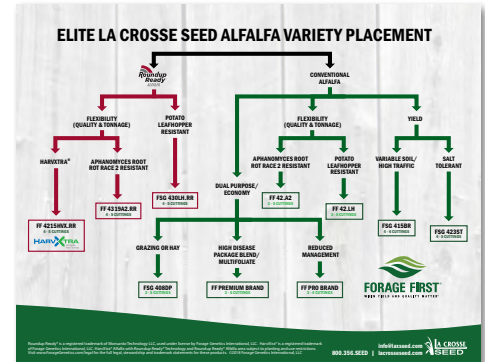
Brand decals are great on any glass or metal surface.



15 X 7 INCH WINDOW DECAL

Forage First® ALFALFA DECISION TREE

Whatever the challenge, the Forage First® Alfalfa Decision Tree provides an easy to follow set of considerations to help identify the right alfalfa for your customer's needs.



Forage First® FIELD SIGN

Factory produced, durable field signs provide a professional appearance and helpful reference for any customer. Product stickers are also available.



19.5 X 24 INCH PLOT SIGN

Forage First® POWERPOINT™ TEMPLATE

CO-BRANDING AVAILABLE

Provide information in style with a thematic Powerpoint™ presentation. Co-Branded and custom options available.



Forage First® THE CORNER POST NEWSLETTER

Signed up for The Corner Post newsletter? The excellent and timely information The Corner Post brings to your email is also available in print format for convenient sharing on location.*

Haven't signed up for The Corner Post? Email info@laxseed.com and ask to be added to our newsletter list.



* Make sure your sales staff and customers sign up as well!

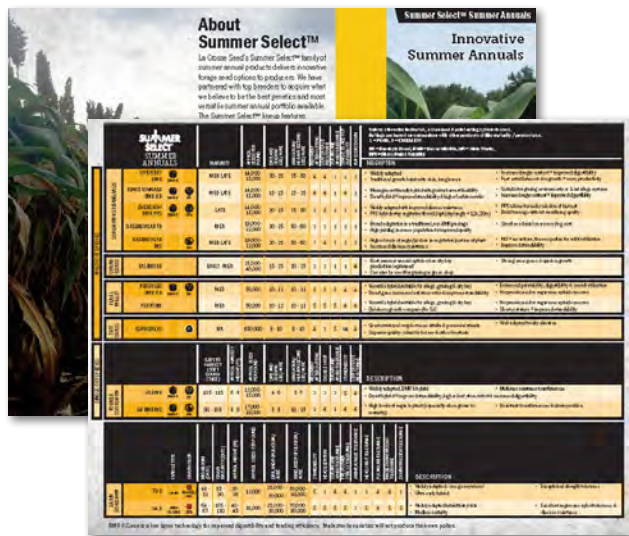
Summer Select™ BROCHURES

CO-BRANDING AVAILABLE

Summer Select™ brochures provide the most relevant information about Summer Select™ summer annuals.



SUMMER ANNUAL BROCHURE



Summer Select™ TECH SHEETS

Comprehensive data and management advice on each Summer Select™ summer annual, one product sheet at a time.



TECH SHEETS

Summer Select™ DEMO PLOT SIGN

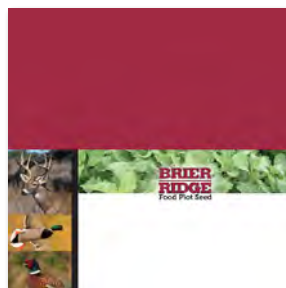
Factory produced, durable field signs provide a professional appearance and helpful reference for any customer. Wire step stakes included. Product stickers are also available.

Demo plot seed also available on request.



Brier Ridge® SHELF TALKERS

Customers will be glad you display your Brier Ridge® mixes with these helpful shelf talkers, designed to inform purchasing decisions with a quick visual reference by each bag.



Brier Ridge® WINDOW DECAL

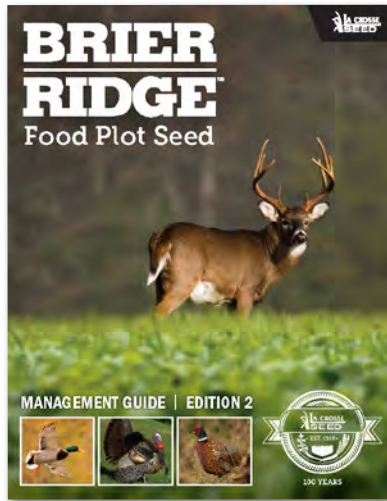
Brand decals are great on any glass or metal surface.

15 X 10 INCH WINDOW DECAL



Brier Ridge® MANAGEMENT GUIDE

The Brier Ridge® Management Guide is the best resource for comprehensive Brier Ridge® product information to help lead discussions with your customers.



CO-BRANDING AVAILABLE

Brier Ridge® BROCHURES

Brier Ridge® brochures provide the most relevant information about Brier Ridge® mixes plus management tips.



Brier Ridge® LITERATURE

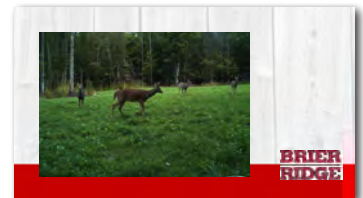
Literature on a variety of topics is available to help inform and provide solutions for your customer's needs, including tech sheets.



CO-BRANDING AVAILABLE

Brier Ridge® POWERPOINT™ TEMPLATE

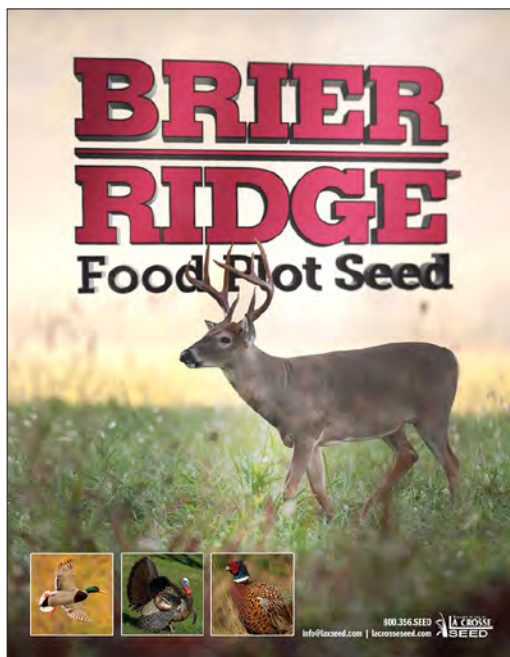
Provide information in style with a thematic Powerpoint™ presentation. Co-Branded and custom options available.



Pre-loaded content also available.

Brier Ridge® POSTER

Capture customer interest and provide your business location a bit visual flair with Brier Ridge® wall art.



18 X 24 INCH
BRIER RIDGE®
POSTER

Brier Ridge® SEED SAMPLE BAGS (SMALL)

Samples of Brier Ridge® Food Plot Mixes are available upon request.



Soil First[®] MANAGEMENT GUIDE

Solving the soil health puzzle starts here! The Soil First[®] Management Guide is the best resource for comprehensive cover cropping questions and answers as well as Soil First[®] product information to help lead discussions with your customers.



Soil First[®] Management Guide | Edition 7

IMPACTING SOILS WITH COVER CROPS

Our soils are a dynamic system composed of living and dead organisms, decomposing and residual organic matter, minerals, water and oxygen. A large portion of our soils cannot be changed or altered. No matter the soil type or condition, that fraction has some level of minerals, air, and water that together comprise 90 to 99% of the soil makeup. The balance is the segment that can be affected by conservation practices. This organic section is how we can impact nutrient cycling, water quality and overall soil structure and condition.

THE VALUE OF 1% ORGANIC MATTER

Each 1% of Organic Material contains:

- 10,000 lbs. of C @ \$4 / lb = \$400
- 1,000 lbs. of N @ \$5.50 / lb = \$5,500
- 100 lbs. of P @ \$5.70 / lb = \$570
- 100 lbs. of K @ \$4.40 / lb = \$440
- 100 lbs. of S @ \$5.50 / lb = \$550

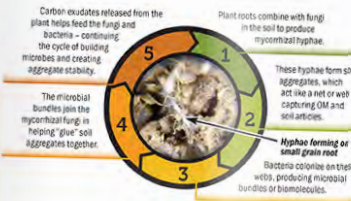
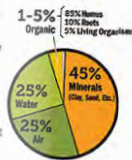
3" x 1" of R20

Using average fertilizer prices that's about \$680!

Every 1% increase in OM raises soil's water holding capacity by as much as 27,000 gallons per acre (Ohio State University - 2014)

It may take time to create major advances in soil quality, however progress can be discovered by following four basic principles:

- 1. Minimize Disturbance.** Unlike soil texture, the soil's structure can be greatly impacted by tillage. Disturbing the soil destroys pore space, ultimately decreasing infiltration of water and the movement of oxygen. Whereas minimum-tillage systems have had a huge impact in improving soil organic matter (a leading indicator of soil quality), however not by itself is enough.
- 2. Maximize Biodiversity.** As soil is less disturbed and plant diversity is improved, nutrients become more available for each crop while reducing unwanted plants and organisms.
- 3. Maximize Soil Cover.** Bare soils introduce the probability of wind and water erosion. During which nutrients and organic matter can be carried away and the opportunity for carbon capture is lost.
- 4. Provide Continuous Living Roots.** Use organic material (OM) and dead plant residues in the soil improve soil structure and store nutrients, making them available later for cash crops. Adding continuous roots speeds up organic matter gains and at the very least maintains organic matter levels. Building OM levels offsets the "mining" action of cash crops.



Cover crops and green manures stimulate microbial activity because they're easily food (carbon) for the microorganisms to feed on. Microorganisms in our soils use carbon to build organic matter and in turn store nutrients. Carbon reserves allow nutrients to be scavenged, supplying food for the soil ecosystem. Instead of robbing the microbes' reserves left from the organic matter.

Aggregate stability leads to increased soil structure, which ultimately leads to better nutrient cycling, and better movement of water and oxygen. Cover crops and green manures prevent captured nutrients from being lost through soil erosion, leaching and volatilization.



MATCHING COVER CROPS TO YOUR GOAL*

* See pages 25 & 26 to see how Soil First[®] cover crops can be integrated into your system

- 1. SEQUESTER & CYCLE NUTRIENTS:** Cover crops can aggressively scavenge and cycle nutrients from deep within the soil profile making them available in the root zone of subsequent crops, improving yields and reducing runoff into sensitive watersheds.
- 2. REDUCE SOIL EROSION:** Extensive root systems cling to the top layer of soil creating an interior shield from erosion while top growth minimizes wind and water erosion.
- 3. CREATE A NITROGEN SOURCE:** Legumes produce additional nitrogen (N) by converting atmospheric nitrogen into nutrients plants can use.
- 4. BREAK UP SOIL COMPACTION:** Deep burrowing roots break through compacted soil to create pore space improving aeration, water movement and helping soil organisms flourish.
- 5. PROVIDE WEED CONTROL:** Cover crops create competition for winter annuals and other weeds by shading them out, and preventing them from robbing valuable moisture and nutrients from subsequent cash crops (with the potential of lowering herbicide requirements per acre).
- 6. SUPPORT PEST CONTROL:** Most cover crop(s) suppress weeds during the winter months and consequently reduce nematode populations. Some cover crops express nematode populations by casting parasitism of hatching. Other species provide control by eliminating winter annuals that historically provide a refuge for nematode populations. Still other cover crops contain chemicals that naturally fumigate at-risk soil environments.
- 7. GENERATE EXTRA FORAGE:** Most cover crop species have the added benefit of being "dual purpose" meaning they provide both the benefit of a soil cover while providing a valuable forage source for livestock.
- 8. ADD HABITAT FOR WILDLIFE & SHELTER POLLINATORS:** Fall, winter and spring cover crops create a microclimate for wildlife protection and nesting. Additionally, the biodiversity created by many cover crop systems have positive effects on native pollinators.
- 9. BUILD ORGANIC MATERIAL:** As cover crops grow, die and break down, they add carbon to soil, feeding the soil food web, improving soil tilth, soil quality and water holding capacity.
- 10. INCREASE SOIL STRUCTURE:** Actively growing plant roots increase opportunistic hyphae creating soil aggregates that act like a net capturing organic matter and soil particles. Aggregate stability holds soil structure that leads to better movement of nutrients, water and oxygen.
- 11. CONSERVE SOIL MOISTURE:** By covering the soil, it energy into growing biomass and the opportunity for organic matter, soil moisture is increased while reducing runoff, evaporation and overall variability from weather extremes.
- 12. CREATE FINANCIAL VALUE:** The above benefits create the opportunity for better yield potential in cash crops, lower input costs and ultimately higher land values. In addition many states and counties offer cost sharing incentives for this important practice.

Soil First® BROCHURES

CO-BRANDING AVAILABLE

Soil First® brochures provide the most relevant information about Soil First® products and mixes. All-mix brochures are available, or customize a brochure to only include products that fit your specific business needs.

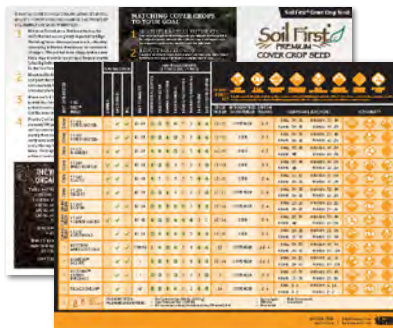


CUSTOM MIXES BROCHURE

YOUR LOGO HERE



STANDARD MIXES BROCHURE



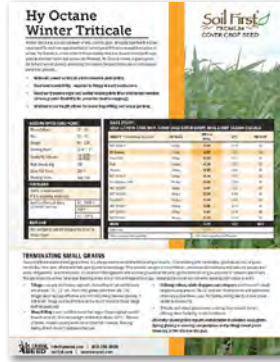
Soil First® COVER CROP DECISION TREE

Whatever the challenge, the Soil First® Decision Tree provides an easy to follow set of considerations to help identify the right Soil First® mix for your customer's needs.

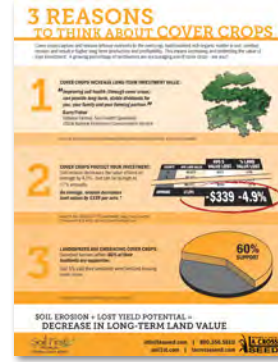


Soil First® TECH SHEETS & LITERATURE

Tech sheets provide comprehensive data on each Soil First® product or mix, one product sheet at a time. Additional literature on a variety of topics is available to help inform and provide solutions for your customer's needs.



Tech Sheet Example



3 Reasons Land Owner Sell Sheet



Cover Crops & Prevent Plant



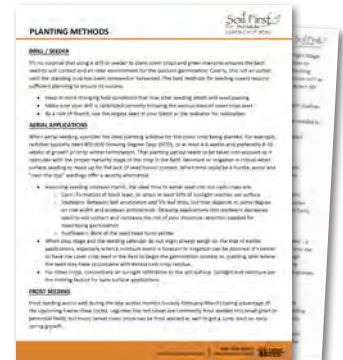
Cover Crop Termination Options



Cover Crop Mix Review



Herbicide Info



Planting Methods



Oilseed Radish Vs Daikon Radish



Cover Crop Resources



Seeding Info



Ten Steps for Success



Secure Sourced Seed



Guardian® Fall Rye Value



Guardian® Fall Rye Sell Sheet



Soil First® THE DIRT NEWSLETTER

Signed up for The Dirt newsletter? The excellent and timely information The Dirt brings to your email is also available in print format for convenient sharing on location.*

Haven't signed up for The Dirt? Email info@laxseed.com and ask to be added to our newsletter list.



* Make sure your sales staff and customers sign up as well!

Soil First® WEBINARS

Keep up to date on important industry topics administered by La Crosse Seed experts.



Soil First® POWERPOINT™ TEMPLATE

Provide information in style with a thematic Powerpoint™ presentation.

Pre-populated content available.



Soil First® POSTERS

These useful product and information posters are an easy reference for assisting customers in understanding what the right cover crop solution is for their their specific need and perhaps providing information they were unaware of.

18 X 24 INCH COVER CROPPING, ROOT CHANNELS & SOIL HEALTH POSTER

Soil First® PREMIUM COVER CROP SEED

COVER CROPPING, ROOT CHANNELS & SOIL HEALTH

Cover crop roots may grow deeper than cash crops, even in soils not known to have a significant compaction layer.

The benefits from cover crops reaching through soil layers are:

1. Creating soil channels that roots from future crops can use to reach deeper to get additional water and nutrients.
2. Cover crop roots that reach deeper can bring nutrients from deep in the soil closer to the surface where they are more accessible to following cash.
3. Open root channels by cover crops can allow water infiltration and result in better storage for the following cash.
4. As your soil becomes healthier and earthworms will open up more channels.

The photos above show a channel that was created after a cover crop root decomposed. This same channel was then used by the subsequent soybean crop.

13 X 19 INCH "WE HAVE YOU COVERED" POSTER

Solving the SOIL HEALTH Puzzle?

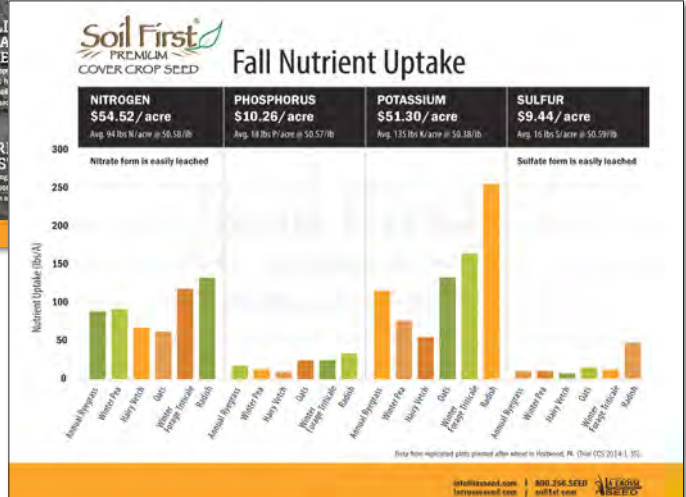
WE HAVE YOU COVERED

Soil First® PREMIUM COVER CROP SEED

Soil First® Premium Cover Crop Seed is a comprehensive, multi-species cover crop system designed to improve soil health, increase nutrient availability, and reduce erosion. It's the missing piece to your soil health puzzle.

Call 800.256.SEED or visit us online at soilfirst.com/covered

18 X 24 INCH FALL NUTRIENT UPTAKE POSTER



11 X 17 INCH AERIAL/SURFACE SEEDING CHART

8.5 X 11 INCH INFORMATION BENEFITS & NUTRITION CHART

Soil First® PREMIUM COVER CROP SEED

Cover Crop Information, Benefits & Nutrition Chart

WE HAVE YOU COVERED

Crop	Planting	Termination	Harvest	Planting	Termination	Harvest
Annual Ryegrass	100%	100%	100%	100%	100%	100%
Winter Rye	100%	100%	100%	100%	100%	100%
Winter Triticale	100%	100%	100%	100%	100%	100%
Winter Rye	100%	100%	100%	100%	100%	100%
Winter Triticale	100%	100%	100%	100%	100%	100%

AERIAL/SURFACE SEEDING

When aerial seeding, consider the following factors for the best results: 1. Seed quality, 2. Seed quantity, 3. Seeding depth, 4. Seeding speed, 5. Seeding pattern, 6. Seeding time, 7. Seeding location.

Method	Planting	Termination	Harvest
Aerial Seeding	100%	100%	100%
Surface Seeding	100%	100%	100%

18 X 24 INCH MATCHING COVER CROPS TO YOUR GOAL POSTER

MATCHING COVER CROPS TO YOUR GOAL

- 1 SEQUESTER NUTRIENTS:** Cover crops can aggressively scavenge and cycle nutrients from deep within the soil profile making them available in the root zone of subsequent crops, improving yields and reducing runoff into sensitive waterbodies.
- 2 REDUCE SOIL EROSION:** Extensive root systems along to the top layer of soil retaining soil against runoff from erosion while top growth reduces wind, splash, and wind erosion.
- 3 CREATE A NITROGEN SOURCE:** Legumes produce additional nitrogen (N) by fixing atmospheric nitrogen in the soil.
- 4 BREAK UP SOIL COMPACTION:** Deep burrowing roots break through compacted soil to create pore space improving aeration, water movement and soil microbial populations.
- 5 PROVIDE WEED CONTROL:** Cover crops create competition for plants, animals and other weeds by shading them out and preventing them from getting available moisture and nutrients from subsequent cash crops with the potential of lowering herbicide requirements per acre.
- 6 PROVIDE PEST CONTROL:** Many cover crops that produce weeds during the winter months can significantly reduce overwintering populations. Some cover crop species can also be used by covering greenhouses and nurseries. Other species provide control by attracting winter weevils that have historically provided a lethal but unseasonal population. All other cover crops can be used to reduce the diversity of pest species in soil and on plants.
- 7 GENERATE ADDITIONAL FORAGE:** Certain cover crop species have the added benefit of being "high-protein" meaning they provide both the protein and fat needed for livestock, a valuable forage source for livestock.
- 8 ADD HABITAT FOR WILDLIFE & ESSENTIAL POLLINATORS:** Fall, winter and spring cover crops create environments critical for many populations and nesting habitats. The biodiversity created by many cover crop systems is an
- 9 BUILD ORGANIC MATTER:** As cover crops die and organic matter is added to the soil, it improves soil structure and helps retain water.
- 11 INCREASE MOISTURE:** By converting and first spring cover crops...

**Soil First®
WINDOW DECAL**

Brand decals are great on any glass or metal surface.

**15 X 7 INCH
WINDOW DECAL**



**Soil First®
HERBICIDE
CARRY-OVER KIT**

Herbicide Carry-Over Kits (Bio Assay Kits) are valuable tools for identifying the herbicide content of soil prior to cover cropping.



**Soil First®
SEED SAMPLE BAGS (SMALL)**

Samples of Soil First Cover Crop Mixes are available upon request.



**Soil First®
DEMO PLOT KITS**

Demo Kits are a compelling way to attract attention and demonstrate the quality of Soil First® products at your location.



Soil First® FIELD DAY SIGNS

Impress field day attendees with informative field signs on Soil First® mixes and products.



Soil First® CO-BRAND POSTCARD

Capture your customer's attention with a friendly reminder. Include a custom message or let the Soil First® experts provide it for you.

CO-BRANDING AVAILABLE



Soil First® DEMO PLOT SIGN

Factory produced, durable field signs provide a professional, appearance and helpful reference for any customer land plot. Wire stakes provided. Product stickers are also available.

Demo plot seed also available on request.

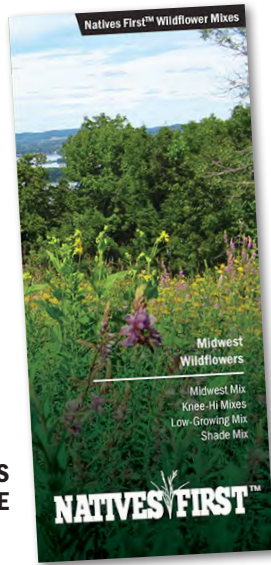
14 X 17 INCH
PLOT SIGN



Natives First® BROCHURES

Natives First® brochures provide the most relevant information about Natives First® products and mixes.

**MIXES
BROCHURE**



Natives First® LITERATURE

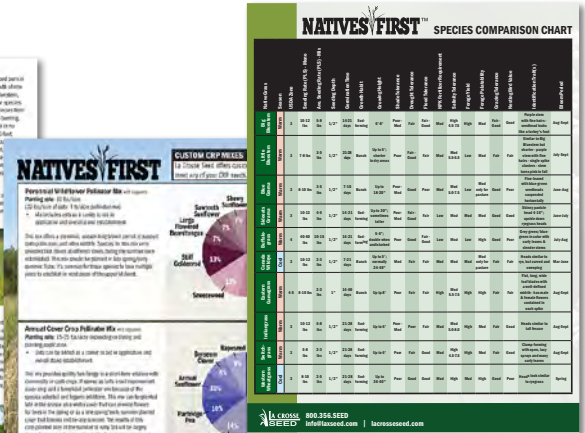
Literature on a variety of topics is available to help inform and provide solutions for your customer's needs.



CONSERVATION RESERVE PROGRAM SHEET



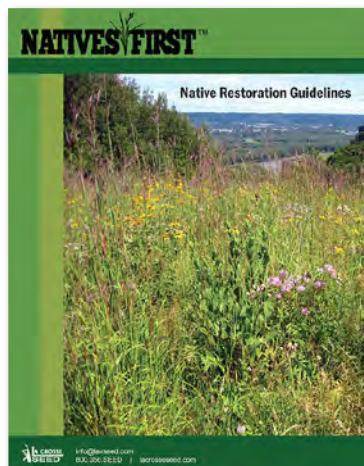
NATIVE RESTORATION MANAGEMENT GUIDE SHEET



SPECIES COMPARISON CHART

Natives First® NATIVE RESTORATION GUIDELINES

This comprehensive guide informs readers on the research, planning, site selection, planting and management of native wildflowers.



Earth Carpet® SEED GUIDE

Earth Carpet® means innovative seed mixes, better quality, less work and lower maintenance costs. The Earth Carpet® Seed Guide is the best resource for comprehensive Earth Carpet® product information to help you stand out in a good way.

Earth Carpet Product Chart

MIXES	BEST USE	SEEDING INFORMATION										TURF LIGHT				STRESS TOLERANCE				
		LAKE	PRG	PER	PER	ARG	PER	PER	PER	PER	PER	NEW	OVER	CHARACTERISTICS	HEAT	WEAR	DRUGHT	TRAFFIC		
PROFESSIONAL LAWN CARE MIXES	Choice Sun & Shade	40%		30%			15%		15%					4-6	2-4	FULL SUN TO LIGHT SHADE	VERY GOOD	VERY GOOD	GOOD	VERY GOOD
	Madison Parks®	50%		25%			25%							4-6	2-4	FULL SUN TO LIGHT SHADE	VERY GOOD	VERY GOOD	GOOD	VERY GOOD
	Spacem® Grade A	40%		20%			20%		20%					4-6	2-4	FULL SUN TO LIGHT SHADE	GOOD	GOOD	GOOD	GOOD
GENERAL LANDSCAPE MIXES	Wise-R-Turf®	40%		40%			10%		10%					4-6	2-4	FULL SUN TO LIGHT SHADE	GOOD	EXCELLENT	GOOD	GOOD
	Park Place®			50%		25%			25%					4-6	2-4	FULL SUN TO LIGHT SHADE	EXCELLENT	EXCELLENT	VERY GOOD	GOOD
	Sunny Place®			33%		34%			33%					4-6	2-4	FULL SUN TO LIGHT SHADE	EXCELLENT	EXCELLENT	GOOD	VERY GOOD
GENERAL LANDSCAPE MIXES	Quick-2-Go®			25%		25%			25%					4-6	2-4	FULL SUN TO LIGHT SHADE	GOOD	GOOD	GOOD	FAIR
	Michigan Green®			15%		15%	30%		40%					4-6	2-4	FULL SUN TO LIGHT SHADE	GOOD	GOOD	GOOD	FAIR
	Blue Carpet®			100%										4-6	2-4	FULL SUN TO LIGHT SHADE	GOOD	GOOD	GOOD	FAIR
LANDSCAPE INTEGRATION / PREMIUM PESTICIDE FARMER	Pro-Sports®			80%		20%								2-4	1-3	FULL SUN TO LIGHT SHADE	EXCELLENT	EXCELLENT	GOOD	EXCELLENT
	Sports Park OS			50%		50%								3-5	2-3	FULL SUN TO LIGHT SHADE	EXCELLENT	EXCELLENT	GOOD	VERY GOOD
	Champions					100%								3-5	2-3	FULL SUN TO LIGHT SHADE	EXCELLENT	EXCELLENT	GOOD	VERY GOOD
SHADE / SLOPE MIXES	Care-Free						35%		40%	20%	5%			6-8	3-4	FULL SUN TO SHADE	GOOD	FAIR	VERY GOOD	GOOD
	Shady Place®			20%		20%			30%	30%				5-8	3-4	FULL SUN TO SHADE	GOOD	FAIR	GOOD	GOOD
	Green Resilient®													8-10	4-8	FULL SUN TO MODERATE SHADE	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
TALL TURF MIXES	Turf-Right®			10%										8-10	4-8	FULL SUN TO MODERATE SHADE	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
	WaterRight®					10%								8-10	4-8	FULL SUN TO MODERATE SHADE	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
	Top Athletic					10%								8-10	4-8	FULL SUN TO MODERATE SHADE	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT
Sureview					15%		15%		15%				8-10	4-8	FULL SUN TO MODERATE SHADE	VERY GOOD	VERY GOOD	EXCELLENT	EXCELLENT	

Earth Carpet® CO-BRAND POSTCARD

CO-BRANDING AVAILABLE

Capture your customer's attention with a friendly reminder. Include a custom message or let the Earth Carpet® experts provide it for you.



Earth Carpet® TECH SHEETS

Comprehensive data on each Earth Carpet® mix, one product sheet at a time.

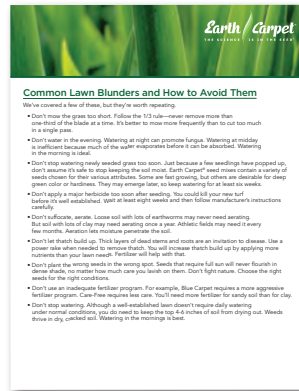


Earth Carpet® LITERATURE

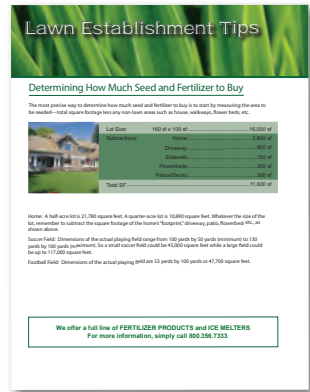
Literature on a variety of topics is available to help inform and provide solutions for your customer's needs.



DIAGNOSING TURF PROBLEMS



COMMON LAWN BLUNDERS



LAWN ESTABLISHMENT TIPS



IDENTIFYING COMMON WEEDS

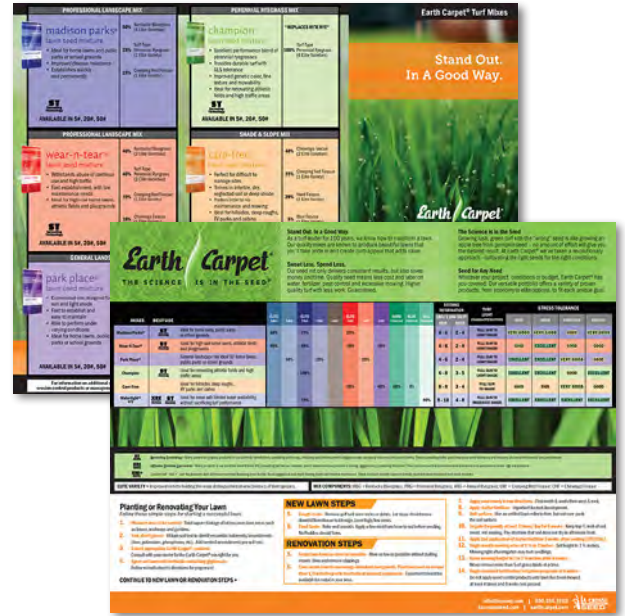
Earth Carpet® BROCHURES

Earth Carpet® brochures provide the most relevant information about Earth Carpet® mixes. Choose a brochure that includes all available mixes, or customize a brochure to only include mixes that fit your specific business needs. Custom brochures also include a condensed planting guide.

**CUSTOM
CO-BRANDED
MIXES
BROCHURE**



CO-BRANDING AVAILABLE



**ALL MIXES
BROCHURE**



**CO-BRANDED
FERTILIZER BROCHURE**

Earth Carpet® SHELF TALKERS

Customers will be glad you display your Earth Carpet® mixes with these helpful shelf talkers, designed to inform purchasing decisions with a quick visual reference by each bag.



Earth Carpet® POSTERS

These useful product and information posters are an easy reference for assisting customers in their product purchases.

Earth Carpet Product Chart

PRODUCT	BEST USE	STRESS TOLERANCE							TURF CHARACTERISTICS	STRESS TOLERANCE			
		WALK	DRIVE	POWDER	ICE	HEAVY	WIND	WATER		SOFT	HOLD	REPAIR	
Proven Turf	Ideal for most lawns or established existing turf	40%	30%						4-6	2-4	1000	1000	1000
Proven Turf	Ideal for lawns, parks, public areas or school grounds	30%	20%						4-6	2-4	1000	1000	1000
Proven Turf	Ideal for mowing paths, paths and playgrounds	40%	20%						4-6	2-4	1000	1000	1000
Proven Turf	Ideal for high use lawns, public fields and playgrounds	40%	40%						4-6	2-4	1000	1000	1000
Proven Turf	General landscape use ideal for lawns, public parks or school grounds	30%	20%						4-6	2-4	1000	1000	1000
Proven Turf	General landscape use for lawns and commercial landscapes public park areas	20%	10%						4-6	2-4	1000	1000	1000
Proven Turf	General landscape use ideal for mow, mowing quick establishment	20%	10%						4-6	2-4	1000	1000	1000
Proven Turf	Ideal for Great Lakes Region and easy on your budget	20%	10%						4-6	2-4	1000	1000	1000
Proven Turf	Ideal for golf course lawns, fairways or fair lawn areas	20%							2-4	1-3	1000	1000	1000
Proven Turf	Ideal for lawn areas and commercial turf	30%	20%						2-4	2-3	1000	1000	1000
Proven Turf	Ideal for mowing paths, paths and playgrounds	30%	30%						2-4	2-3	1000	1000	1000
Proven Turf	Ideal for mowing paths, paths and high traffic areas	40%	30%						4-6	3-4	1000	1000	1000
Proven Turf	Ideal for golf course lawns, fairways or fair lawn areas	20%							2-4	1-3	1000	1000	1000
Proven Turf	Ideal for fairways, deep rough, RV parks and culms	20%							2-4	1-3	1000	1000	1000
Proven Turf	Ideal for fairways with mowers to mow 100000 acres	20%	20%						2-4	2-4	1000	1000	1000
Proven Turf	Ideal for golf course lawns or lawns where water is limited	20%							2-4	1-3	1000	1000	1000
Proven Turf	Healthier maintenance mowing paths, playgrounds, parks	30%							3-4	2-3	1000	1000	1000
Proven Turf	Ideal for areas with limited water availability, without watering and performance	30%							3-4	2-3	1000	1000	1000
Proven Turf	Ideal for difficult to maintain sites or attractive green, fields and parks	30%	30%						3-4	2-3	1000	1000	1000
Proven Turf	Ideal for fields or difficult to maintain sites	30%	30%						3-4	2-3	1000	1000	1000



STAND OUT POSTER
18 X 24 INCH & 24 X 18 INCH
STYLES



Earth Carpet® WINDOW DECAL

Brand decals are great on any glass or metal surface.



15 X 7 INCH
WINDOW DECAL

Earth Carpet® YARD SIGN

Factory produced, durable field signs provide a professional, appearance and helpful reference for any landscape. Wire stakes provided.

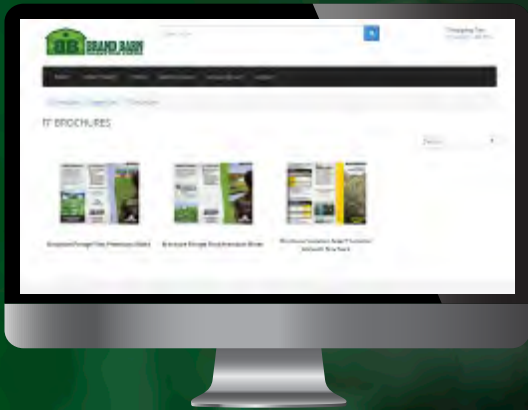
14 X 17 INCH
PLOT SIGN



Reason #58:

We Deliver More Than Seed

Premium seed isn't enough. We bring effective, customized marketing solutions plus training tools and tips to ensure your team has the tools they need.



THERE ARE **100 REASONS**
WE'VE BEEN HERE **100 YEARS:**

See LACROSSESEED.COM/100REASONS



Rooted Here
Since 1919

800.356.SEED
lacrosseseed.com

