King's AgriSeeds Inc.

High Energy Forages and Soil-Building Cover Crops

2013 Early Fall Newsletter

"We were feeding Pioneer 3845 that a neighbor had grown for us and put in our upright silo. We began chopping our own MC530 and made a short bag to blend in before switching over to all our own Masters Choice corn. I was surprised at how well fermented the 530 was after only a few days in the bag, but I still expected to see a drop in milk production with the fresh silage. However, the cows started to come up in production and increased 7 pounds/head/day after they were on the MC530 totally. They even ate the rings of cob!" **- Jerry Beary, Cambridge Springs, PA**

What's Inside

The **FEED FIRST** Challenge

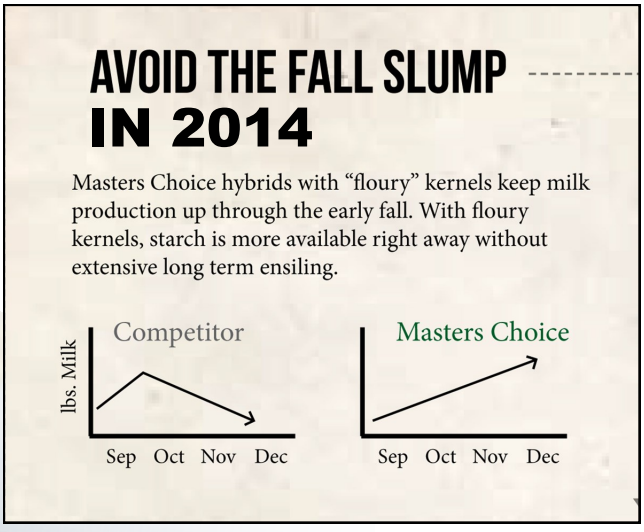
Our challenge to you for 2014 is to avoid the fall milk production slump by feeding Masters Choice corn first for three months after harvest! Time and time again we have seen MC corn perform in the fall soon after chopping where other corns do not. Moreover, MC hybrids are nutritionally enhanced, but not associated with a yield drag such as with BMR.

- **Higher Starch Digestibility**
- **Higher Sugars**
- **Higher Overall Digestibility**
- **Dense/Less Pithy Stalks**

The above components of MC 'Feeding Type' hybrids allow them to ferment faster and feed better than competitor hybrids. We're asking you to take this **FEED FIRST Challenge** after consulting with your dealer. Plant enough for a silo, bunker or bag full and plan to feed this first to have a close up look at the performance of Masters Choice.

To complement our **FEED FIRST Challenge** we have designed our **Feeding Pack Program** (outlined on page 6) to assist you in selecting three or more hybrids that are designed to increase livestock performance on your farm. This program includes a Northern, Central and Southern Feeding Pack, which contain our recommendations for you based on our in-house performance reviews of the hybrids.

The hybrids outlined for this program are what we consider to be 'Feeding Type' hybrids selected for their sound nutritional characteristics and overall yield potential. Take advantage of this program by contacting your local dealer and discussing which hybrids will perform best in your area.



Save $5 Per Bag

See Page 6

Real Floury Genetics

Jonah Atkins, Masters Choice

"Our starch digestibility was always around 75% in the fall, and if we were lucky it would get up to 88% through the year. The last two years, ***planting Masters Choice conventional hybrids, two weeks after chopped our test results are coming back 88-90% digestible starch****, and that's without inoculants. There has also been a noticeable difference in leaf width and stalk diameter from our previous brands."*

- Nick Mertens – Dairy Farmer, Staple, MN

This is a fairly common theme among dairymen who have fed Masters Choice hybrids. You may have heard similar statements from your local dealer, at a farm show or a field day. Masters Choice floury corn hybrids contain less prolamin protein than more common varieties with harder grain. Prolamin proteins bind the starch in the kernel together tightly, making it difficult to access during digestion, thus locking up much of the energy in the kernel. Many of the Masters Choice "Feeding" hybrids are bred to have more floury kernels, freeing up the starch to be utilized by the cow instead of being passed through rapidly.

If you are feeding hybrids with hard, vitreous grain they need a lot of time in the bunker ensiling in order to free up the kernel starch. Floury varieties are ready to feed much sooner as the starch is more readily available.

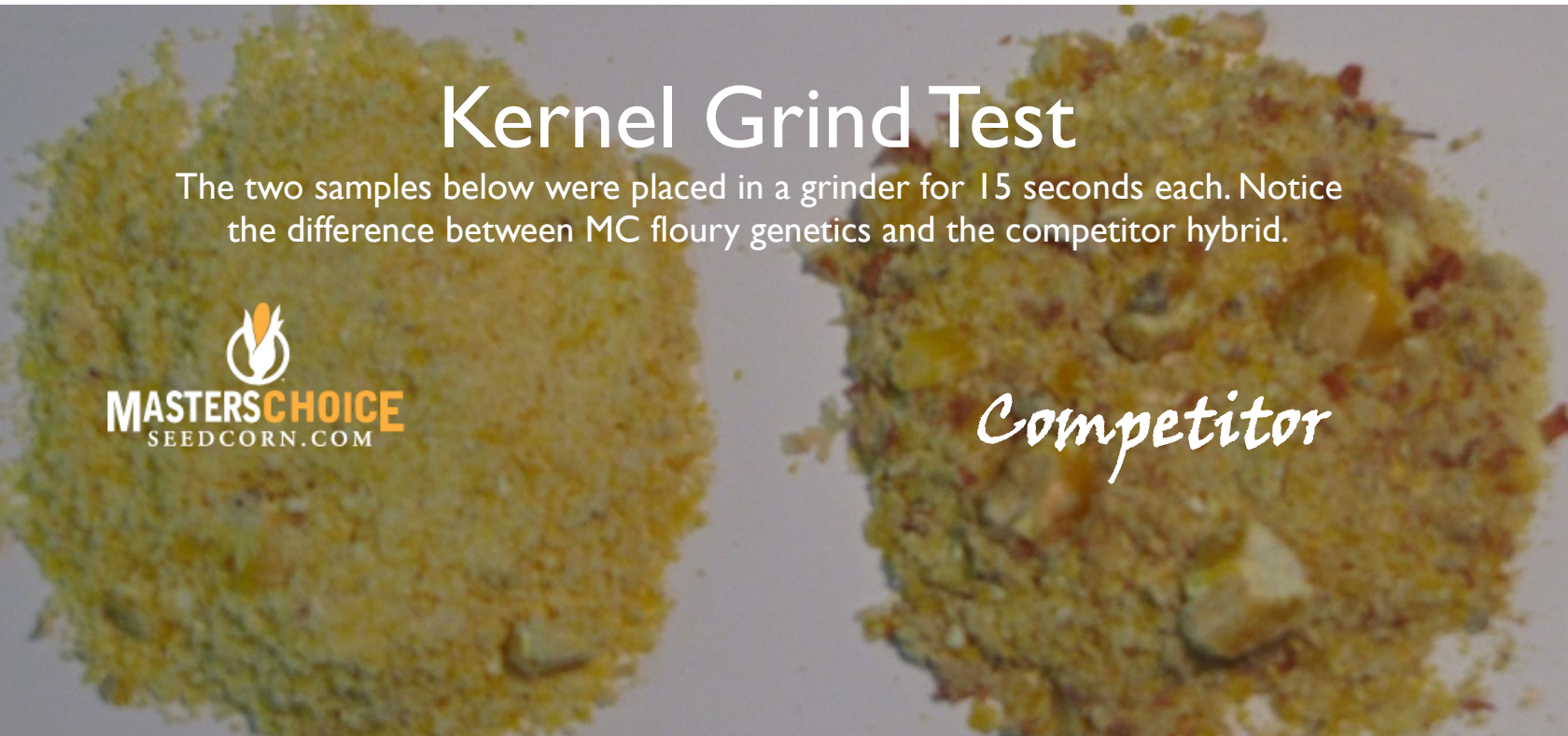
Knowing to feed floury varieties is only one part of your plan, as you also need to know which varieties perform best in your area. The same hybrids Nick feeds in Minnesota may not work for you in your region, so here are a few options that perform very well in the Mid-Atlantic and New England regions.

MC 4050 is one of your best options for a shorter season hybrid. It performs well on less productive fields, and has high yield potential on productive fields. MC4050 is a dark green hybrid with impressive stay green and eye appeal. It is a semi-floury hybrid with the top starch digestibility in the 82-90 day maturity range.

MC 5250 is a full flex hybrid, and one of the top end silage yielders in the MC lineup. It has exceptional nutritional qualities, and is one of the most floury hybrids available. MC5250 is a great feed-first option on any operation and due to its strong agronomic package, responds well to corn after corn programs.

MC 535 is a semi-floury variety and one of the most popular hybrids MC has to offer, as well as another great feed-first option. MC535 offers top end yield punch and is one of the most digestible silage options in the industry. It led the World Forage Analysis Super bowl in Milk Per Ton last year, as well as placing in the top five multiple times.

MC 6580 is one of our more widely adaptable varieties and will be one of your top options in its maturity range for all levels of soil productivity. It has a very good stress package, and is a high yielding silage hybrid with very high starch digestibility due to it being a semi-floury hybrid.



Seven Hour Starch;

How A Nutritionist Utilizes MC Corn

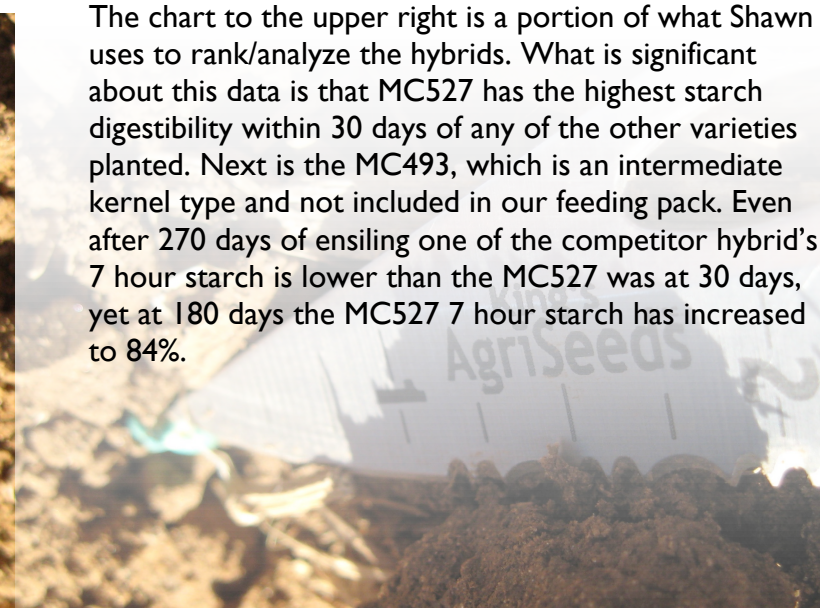
By Joshua Baker, Kings Marketing Manager in conjunction with Shawn Lasher, Nutritionist with Whitman Feed Schenectady, NY

In hard, vitreous corn, the starch is tied up or bound up in a protein matrix that is difficult for the rumen to break down. Even after extensive grinding and processing, this matrix is still present, keeping the starch tied up and unavailable. The heavy, hard, vitreous kernel particles sink to the bottom of the rumen and pass through the cow very quickly; as evidenced by the 'gold dust' coming out the back end.

Shawn Lasher, *Nutritionist with Whitman Feed*, has recognized the importance of starch availability and digestibility, and he has taken pro-active measures to ensure that the hybrids he is recommending have maximum starch availability and are most effectively utilized by the rumen. Utilizing the tool of 7 Hour Starch digestibility, Shawn collects silage samples from his customer's storage units at various storage time periods and analyzes them from the standpoint of starch availability.

By analyzing a sample at 30 days, 60 days, 6 months and 10 months, Shawn is able to draw clear conclusions on how rapidly starch becomes available after harvest. What he has seen over time is a trend that others have seen; the kernel starch in Masters Choice hybrids not only has a high percentage of availability, but it reaches that availability very early in the ensiling process. Utilizing his collection of samples, Shawn is able to direct his customers to feed MC hybrids first after harvest to avoid the typical drop in production from feeding green corn silage.

The chart to the upper right is a portion of what Shawn uses to rank/analyze the hybrids. What is significant about this data is that MC527 has the highest starch digestibility within 30 days of any of the other varieties planted. Next is the MC493, which is an intermediate kernel type and not included in our feeding pack. Even after 270 days of ensiling one of the competitor hybrid's 7 hour starch is lower than the MC527 was at 30 days, yet at 180 days the MC527 7 hour starch has increased to 84%.



Shawn Lasher Starch Digestibility; High Moisture Corn

Hybrid	7 Hr Starch	Days from Harvest
MC527	79%	30
MC493	72%	30
Comp 1	54%	30
Comp 2	66%	30
MC527	84%	180
Comp 1	71%	270

Avg. 7 Hr Starch Digestibility MC Lineup

MC 4050—75.79%
MC 5250– 76.03%
MC 5660– 76.36%
MC 535– 77.92%
MC 6580– 74.62%
MC 590– 75.09%
Complete Line Up Avg. 75.66%
Tested Approx. 30 Days Post Harvest

Incorporate New Hybrids into Your Feeding Pack

By Tim Fritz, King's General Manager

The new 2014 hybrid lineup is the largest single year release in the history of Masters Choice. These hybrids are a must try as they look fantastic in our plots this year. They all have softer starch and we encourage you to give them a try as part of our Feeding Pack Program (Page 6). Take a look over the info below. Not listed below are two new organically produced hybrids which also look exciting.

MC3220- 82 day hybrid that looks like a mid season. MC3220 is a tall, robust hybrid with softer kernels for a short season hybrid, giving it great potential for both silage and highly digestible grain. One caution on MC3220 is that the silage harvest window is narrow.

MC4210- 92 day hybrid that is a tweak on 4280 to boost silage yield. MC4210 looks like a superb complement to MC4050 for silage use, with excellent starch digestibility.

MC5370 – 103 day hybrid that can be considered a full

season hybrid in the north and a shorter season hybrid in the south. Excellent cold soil tolerance, making it ideal for no-till and early plantings. This hybrid is an ideal complement to MC5250 that has already become a major hybrid. Unlike 5250 which is only available as a conventional hybrid, MC5370 is available as GT, 3122 EZ refuge, and as conventional. MC5370 will show a positive response to fungicide applications in heavy grey leaf spot environments.

MC5660 – 106 day hybrid that is a great complement to both 530 and 535. MC5660 has very soft floury grain, making it ideal for the FEED First Challenge as both silage and high moisture grain. Our plots have us very excited about its fit across many soil types and climates.

MC6150 – 111 day hybrid that is adapted across most soil types where 111 day hybrids fit. It has excellent stalk size and wide leaves with deep semi-floury grain drives silage yield. It is also great for grain feeding high moisture corn and dry grain.

MC6470 – 114 day hybrid with incredibly girthy stalks and dense leaves that give superb shading to keep weeds suppressed. This hybrid is shorter in stature but the yield will not suffer. This is a must try conventional feeding hybrid for full season, as it is adapted across many soil types. MC6470 was released last year in a small quantity and reports so far are strong.

MC6890 – 118 day hybrid that is a full season white cob hybrid with softer kernels than MC6750. This is a hybrid that is ideal for topping off silo's and bunkers. MC6890 will show a positive response to fungicide applications in foliar disease environments.

Northern Feeding Pack Example
MC 5250– Well established, proven hybrid
MC 5370– New hybrid, plot proven
MC 4880– Newer hybrid, recently established

Central/Southern Feeding Pack Example
MC 590– Well established, proven hybrid
MC 6580– Newer hybrid, recently established
MC 5660– New hybrid, plot proven

Regional Zone Research

We have stepped our corn hybrid research up a notch by adding research locations and devoting more staff toward selecting corn hybrids that fit your location. Our key to success in research derives from localized screening of Masters Choice hybrids as well as accurate analysis of how these hybrids fit various farming systems. We have Regional Coordinators who are trained in agronomic evaluation as well as Research Agronomists who evaluate and direct the hybrids accordingly. The extent of the MC lineup allows us to offer you hybrids that fit any and all farming systems within the Northeast and Mid Atlantic regions.

Hybrid Evaluation Sites

Research Sites in Bold

Hamptonville, NC
Waynesville, NC
Lowville, NY
Richfield Springs, NY
Vernon, NY
Trumansburg, NY
Somers, CY
Cornell University
Belleville, PA
Ronks, PA
Leola, PA
Mt. Joy, PA
Jersey Shore, PA
Windsor, PA
Dayton, VA
Orange, VA
Blackstone, VA
Rocky Mount, VA
Thurmont, MD
Westminter, MD
Gates Cty, NC
Kinderhook, NY
Auburn, NY
Valley Falls, NY
Cincinnatus, NY
South Dayton, NY
Waterville, ME
Fleetwood, PA
Cochranville, PA
East Berlin, PA
Salisbury, PA
Lewisburg, PA
Lewistown, PA
Augusta Cty, VA
Rockingham Cty, VA
Washington County, VA
Harrisonburg, VA
Walkersville, MD
Dover, DE

MC 5250 in Waynesville, NC

The World Dairy Expo; Masters Choice Performs

Masters Choice Feeding Type hybrids are consistent winners at the World Dairy Expo Forage Super bowl. In the last four years we have seen seven top five finishes and 12 top ten finishes. In 2012 alone, four out of the top 10 finalist were MC hybrids (3,5,7,8).

FSB Milk Per Ton averages:
MC 535 – 3581MPT
Mycogen BMR- 3474 MPT
Mycogen TMF- 3408 MPT
Pioneer- 3362 MPT
DeKalb- 3301 MPT
Jungs HDS- 3262 MPT

High Quality Perennials

Kings is a leader in forage genetics. Since our founding in 1993 we have maintained a strong focus to source and analyze perennial genetics that are superior. We hope you find our products and support to be second to none in the market and we are excited to continue serving you in 2014. Don't hesitate to call us with questions or go direct to your local King's dealer who is in place to serve you with all of the seed needs required to build a highly productive rotation.

- **Mixes for All Soils and Management**
- **Strong Alfalfa Line Up**
- **Highly Digestible Grasses**
- **High Yielding Clovers**

Think About Crop Rotations

When used properly, crop rotation results in increased yields, better soil health and decreased pest pressure. A good crop rotation is planned in advance and includes more than just two species (i.e. corn and alfalfa). Below is a productive six year forage rotation. The rotation can include grains as well.

Example Rotation:

Year 1 – 3 .....Legume/grass mixture adapted to your area
Year 4 .....Masters Choice corn for silage
Year 4 late summer/early fall .....Seed a winter annual such as Triticale Plus
Year 5 Spring .....Harvest winter annuals
Year 5 Mid spring .....Plant summer annuals
Year 5 Mid summer .....Plant oats (If timing doesn't allow, sub a winter annual)
Year 6 .....Masters Choice corn for silage
Year 7 thru 12 .....Repeat previous 6 year rotation.

To further illustrate this rotation, imagine a 60 acre tract with six 10 acre fields. Each year there would be 30 acres of legume grass mix, 20 acres of corn silage and 10 acres of intensely managed annual grasses.

Perennial Forage (Legume grass mixtures)
Three 10 acre tracts will be in a legume grass mixture.
One field will be 1st year production (Year 1)
One field will be 2nd year production (Year 2)
One field will be 3rd year production to go into corn the following year. (Year 3)

Corn for Silage
Two 10 acre tracts
One field after legume grass mixture (Year 4)
One field after oats or winter annual (Year 6)

Vegetative Grass Annual Forages
One 10 acre field that is double or triple cropped (Year 5)

2014 Feeding Pack Program

Order 3 Feeding Pack Hybrids and Receive

- $5/Bag Discount Before November 30th
- $2/Bag Discount Before December 31st

What is a Feeding Pack?

The concept of a feeding pack is to grow three or more of the feeding hybrids listed below to reduce agronomic risk, while maintaining confidence that nutritional differences will be subtle when switching from hybrid to hybrid. Feeding hybrids are designed for the livestock producer to be feed efficient and high yielding.

Below you will find three separate Feeding Pack listings for the Northern, Central and Southern Regions. These are our suggestions. Mixing and matching across regions is permitted.

Northern Feeding Pack

(Up to 105 day hybrids grown)

MC 3320, MC468, MC480
MC4050, MC4210, MC4560,
MC4880, MC5250
MC5370, MC527, MC530

Additional Organic Hybrids-
MC463, MC4430, MC4590,
MC5090, MC5300

Central Feeding Pack

(Up to 115 day hybrids grown)

MC4050, MC4880, MC5250
MC5370, MC527, MC530,
MC5660, MC535, MC6150
MC6470, MC6580, MC628

Additional Organic Hybrids-
MC5090, MC5300, MC5800,
MC6060

Southern Feeding Pack

(Up to 120 day hybrids grown)

MC4050, MC5250, MC5370,
MC535, MC6470, MC628,
MC590, MC6580, MC6890

Additional Organic Hybrids-
MC5090, MC5300, MC5800,
MC6060

Find out more about Masters Choice hybrids by taking a look at the 2014 Hybrid Guide, consulting your local dealer, or visiting seedcorn.com.

Finance Programs for 2014

Kings AgriSeeds Pre-Pay Credit Program

PROGRAM PERIOD	CASH DISCOUNT
SEPTEMBER 1 - OCTOBER 31	8%
NOVEMBER 1 - NOVEMBER 30	7%
DECEMBER 1 - DECEMBER 31	6%
JANUARY 1 - JANUARY 31, 2014	5%
FEBRUARY 1 - FEBRUARY 28, 2014	4%

This program applies to all products.

John Deere Finance Options:

John Deere Financial provides the purchasing power your customers need without tying up operating lines of credit. It also provides an additional source of credit to lock in great pricing on the products you need when you need them. Please take a look at the options below and consider how you, or your customer can utilize these financing options.

JOHN DEERE

GRAIN GROWER PROGRAM PERIOD	JOHN DEERE FINANCE OFFER	FINANCE CASH DISCOUNT	CUSTOMER DUE DATE
SEPTEMBER 1 - OCTOBER 31	PRIME	3%	IN FULL DECEMBER 2014
NOVEMBER 1 - NOVEMBER 30	PRIME	2%	IN FULL DECEMBER 2014
DECEMBER 1- DECEMBER 31	PRIME	1%	IN FULL DECEMBER 2014
JANUARY 1—JANUARY 31, 2014	PRIME	0%	IN FULL DECEMBER 2014

DAIRY FARM PROGRAM PERIOD	JOHN DEERE FINANCE OFFER	FINANCE CASH DISCOUNT	CUSTOMER PAYMENTS MONTHLY
SEPTEMBER 1 – OCTOBER 31	FIXED 0%	3%	10 EQUAL MONTHLY PAYMENTS
NOVEMBER 1 - NOVEMBER 30	FIXED 0%	2%	10 EQUAL MONTHLY PAYMENTS
DECEMBER 1 - DECEMBER 31	FIXED 0%	1%	10 EQUAL MONTHLY PAYMENTS
JANUARY 1- JANUARY 31, 2014	FIXED 0%	0%	10 EQUAL MONTHLY PAYMENTS
FEBRUARY 1- MAY 31, 2014	FIXED 5%	0%	10 EQUAL MONTHLY PAYMENTS

Here's What They Say...

"I liked what I had heard about Masters Choice so I grew some in 2012. Despite the droughty conditions, the MC480 yielded very well. It tested high in sugars and my cows responded very well with an average of 3.7 lbs. more milk."

- Jason Mesch, Collins, NY (southwestern NY)

"We were feeding Pioneer 3845 that a neighbor had grown for us and put in our upright silo. We began chopping our own MC 530 and made a short bag to blend in before switching over to all our own Masters Choice corn. I was surprised at how well fermented the MC 530 was after only a few days in the bag, but I still expected to see a drop in milk production with the fresh silage. However, the cows started to come up in production and increased 7 pounds/head/day after they were on the MC 530 totally, they even ate the rings of cob!"

- Jerry Beary, Cambridge Springs, PA

John Burkholder, producer in Central PA, gains value from MC Hybrids in various ways. From utilizing MC's 'Feeding Type' hybrids (silage and grain) in his high forage ration for his Jersey herd to finishing steers, John and his family lean on MC to provide their livestock with the requirements they need to maximize milk or meat. John and family are sharing their success with MC throughout the local community by sharing their high forage ration formulas with the local farm community. Kings and MC are excited about partnering with the Burkholders in 2014 to continue producing high quality feed.

Plot Planting in Rocky Mount, VA

Kings AgriSeeds, Inc
(717) 687-6224
KingsAgriSeeds.com