2023-2024 PA Agricultural Sales CDE

Updated 5/22/2024

Please update your Agricultural Sales study materials and scorecards to reflect the current National FFA Guidelines revised March 2023.

Seed Consultants Corn & Soybean Hybrids

You and your team members are seed dealers for <u>Seed Consultants</u>, a regional seed brand based in the Eastern Corn Belt. Your company provides corn and soybean seed to farms for grain and silage purposes.

Product/Price Sheet

AcreMax (AN	Л) Corn Hybrids	Untreated Enlist (E	3) Soybean Hybrids
SC1018AM	\$305 per bag	SC7293E	\$64 per bag
SC1087AM	\$305 per bag	SC7332E	\$64 per bag
SC1112AM	\$305 per bag	SC7372E	\$64 per bag
Qrome (Q)	Corn Hybrids	Treated Enlist (E3	3) Soybean Hybrids
Qrome (Q) SC1042Q	Corn Hybrids \$330 per bag	Treated Enlist (E3 SC7293E	3) Soybean Hybrids \$82 per bag
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SC1042Q	\$330 per bag	SC7293E	\$82 per bag

^{**}This product is similar to the 2023 National Product**

The full product information is located at the end of this document.

Please contact me for an editable version of the information.

Contest Rules

- Chapters may enter a four-member team and up to three additional individuals for a possible total of 7 students per school. A team <u>must</u> consist of four members.
- The team score will be the sum of all 4 written exam scores, all 4 individual sales call scores, all 4 customer service call scores and the team activity score. The team score will be used to select the chapter to represent PA at the National FFA competition. There is no Big E trip for Ag Sales.
- All individuals and teams of less than 4 members will only be eligible for individual awards.
- Individual total scores will not include the Team Activity.
- The four-member team must be identified on the official team registration form.

The PA Ag Sale CDE is a Two Day, Four Part CDE

- In this CDE, you and your team will demonstrate the professional sales process for the designated PA FFA agricultural sales product. The event has four parts.
 - PART I WRITTEN EXAM
 - PART II TEAM ACTIVITY
 - O PART III INDIVIDUAL SALES CALL
 - PART IV CUSTOMER SERVICE CALL (NEW for 2024)
- Please refer to 2023 National Ag Sales scorecards for more information.

Instructions from National FFA Ag Sales CDE Committee

- Participants will directly sell the product(s) to judge(s).
- The judge(s) will act as a real customer which may include not buying the product.
- Participants will have to establish rapport with the customer and ask probing questions to
 ensure they meet the customer's needs and wants using the features and benefits of the
 product.
- This is an interactive activity (not a public speaking event) with the judge(s) acting as customer(s).

AG SALES CDE SCHEDULE for 2024 PA FFA ACTIVITIES WEEK

Official FFA Dress is required on both days

First Day – Tuesday

- Review the Ag Sales CDE event
- o Determine the appointment times for Wednesday's individual and team activities.
- Complete Part I: Written Exam (120 points/individual)
 - The written exam evaluates an individual's knowledge of sales skills. The PA Ag Sales written exam is made from previous years' National FFA Ag Sales written exams that are posted on the National FFA website. The written exam may also include questions related to the current year's product. The test will not exceed 30 questions and 45 minutes. The questions will consist of multiple choice, fill-in-the-blank, short answer and essay format. Point values will be assigned to each question based on the skill level of the question. The National Ag Sales committee has posted resource materials on the National FFA Ag Sales page. https://ffa.app.box.com/s/a5dkpp2007k9rpaolzhv5xg6o852d04i

Second Day – Wednesday

- The first team starts at 8:30 AM and will follow the order determined on Tuesday.
- Complete Part II: Team Activity (175 points/team)
 - The Team Activity includes two 15-minute segments. These will take place consecutively. Team members will work together to demonstrate teamwork, group dynamics, problem-solving, data analysis, decision making and oral communication. Teams will be allowed to use their 1-inch binder for the event.
 - The following information will be provided to the team at the event as if they were a group of salespeople working together to develop the pre-call planning before conducting a sales call.
 - Product information (before the event)
 - Profile of 1-2 customers
 - The team will be provided with paper and pencils. No presentation equipment will be allowed, such as laptops, flipcharts or dry-erase boards.
 - The team will have 15 minutes to develop the pre-call plan (for the product(s) provided before the event) necessary to sell the product(s) in a face-to-face sales call. During these 15 minutes, the team will be judged using the team preparation rubric.
 - This pre-call plan should identify:
 - Potential questions to build rapport for the scenario.
 - o Common interests that team members have with the customers.
 - Questions that help determine the wants and needs of the customer.
 - Active listening skills or techniques for determining needs and wants.

- Potential needs and wants of the customer and match them to the products' features and benefits.
- Potential objections of the customer.
- Potential concerns of each customer.
- At the conclusion of the first 15 minutes, team members will have an additional 15 minutes to answer questions from the judge(s). During these 15 minutes, they will be judged using the team questions rubric. As they answer the judges' questions: They will answer individually, without assistance from their team members. Students are expected to explain their decisions for the pre-call plan based on selling principles and product knowledge.
- Complete Part III: Individual Sales Call (150 points per individual)
 - At the conclusion of the team activity, the entire team will report to their individual sales rooms. Participants will directly sell the product(s) to judge(s). Students will be given a preliminary customer profile and will have at least five minutes to review the preliminary customer profile before meeting with the judge(s). The judge(s) will act as the customer, which may include not buying the product. Participants will have to establish rapport, ask probing questions to ensure they meet the customer's needs and clarify customer information during the sales call. Participants will have 20 minutes to interact with the judge(s). Participants may use their 1-inch product information binder during the individual activity. Students will be evaluated using the Individual Sales Call Rubric.
- Complete Part IV: Customer Service Call (70 points per individual)
 - Participants will directly interact with a customer (judge(s)) who has questions or problems with their respective products or services provided previously. Students will be given a preliminary customer profile and will have at least five minutes to review the preliminary customer profile before meeting with the judge(s). The judge(s) will act as the customer. Participants will have to establish communication, ask probing questions to determine the customer's situation and clarify customer information while working within the given policy, resolve the situation and/or build the customer relationship. Participants will have 20 minutes to interact with the judge(s). Participants are allowed to use their 1-inch product information binder during the customer service call activity. Students will be evaluated using the Customer Service Call Rubric.

1" Binder Guidelines

PLEASE REMEMBER TO REFERENCE THE CONTEST SCORECARDS — The majority of points for the individual sales call are based on building rapport and matching the features and benefits of the product to the needs and wants of the buyer. While additional materials in the 1" binder are nice, they directly add very few points on the scorecard. However, they could improve how well a student explains the features of a product to the customer, so I still see an importance to a well prepared and organized binder.

The following items may be included in the 1" binder.

- Product information sheets (Direct from the Chairman/website)
- Order forms, blank invoices
- Other student created product materials
 - Students/Teams may create additional brochures, flyers, charts, printed advertisements, and customer testimonials utilizing the provided product information. NEW INFORMATION CANNOT BE MANUFACTURED/MADE-UP. For example: special sales promotions, 10% discounts, warranties, free upgrades etc.
 - Handouts explaining how to use the product may also be included. For example: safe lawn mower operation, how to hitch a trailer, tractor PTO safety etc.
- ***National FFA says no business cards
- ***Printed materials must fit in the binder and be no larger than 8.5" x 11".
- ***At the conclusion of the individual sales activity, students are asked to remove all materials from the contest room.

Scoring

Activities	Individual Points	Team Points
Written exam	120	480
Individual sales call	150	600
Customer service call	70	280
Team activity		175
TOTAL POSSIBLE SCORE	340	1,535

Tiebreakers

• In the event of a tie, the following components will be used to determine award recipients:

Individual	Team
1. Written exam	 Written exam total
2. Individual sales call	2. Team activity
3. Customer service call	Individual sales activity total
4. Team activity	4. Customer service call total

Seed Consultants Corn & Soybean Hybrids Price Sheet

Product/Price Sheet

Optimum AcreMax (AM) Corn Hybrids

SC1018AM \$305 per bag

SC1087AM \$305 per bag

SC1112AM \$305 per bag

Qrome (Q) Corn Hybrids

SC1042Q \$330 per bag

SC1071Q \$330 per bag

SC1122Q \$330 per bag

Untreated Enlist (E3) Soybean Hybrids

SC7293E \$64 per bag

SC7332E \$64 per bag

SC7372E \$64 per bag

Treated Enlist (E3) Soybean Hybrids

SC7293E \$82 per bag

SC7332E \$82 per bag

SC7372E \$82 per bag

Additional Details - Corn

Corn Hybrid Names

First three digits designate relative maturity
Last digit designates the year of release onto the market
Example: 1018AM = 101 day maturity and 2018 release

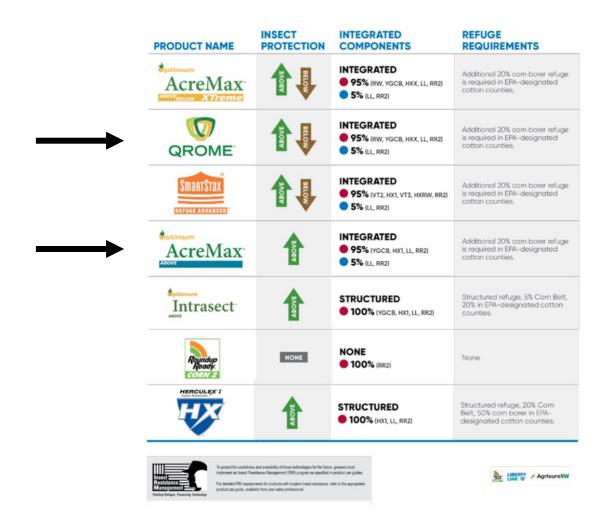
Our corn hybrids are available with different trait packages.

AM = Optimum AcreMax

Contains a single bag integrated refuge solution for above ground insects

Q = Qrome

Contains a single bag integrated refuge solution for above and below ground insects



All our corn hybrids are sold with the Premium Package LumiGEN seed treatment.

***The Enhanced Corn Rootworm Package is not available for the purposes of this contest.



Bag Size Information

One unit/bag of corn seed contains 80,000 kernels and will typically cover 2.5 acres, depending on the grower's seeding rate. 32,000 seeds per acre is a common seeding rate, but some growers will use populations as low as 25,000 or as high as 40,000. Planting rate is dependent upon many variables including: use of the crop (silage vs. grain), time of planting, productivity level of the soil, planting equipment and other management practices.

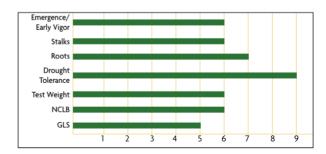
SC 1018AM™ brand

RELATIVE MATURITY: 101 days

OPTIMUM® AQUAMAX® BRAND

KEY FEATURES:

- Consistent outstanding performance in SC replicated testing
- 101 RM hybrid that moves south of zone well
- Outstanding drought tolerance: Designated Optimum® AQUAmax® brand
- Dual purpose hybrid for silage and grain
- Exceptional plant health and staygreen
- Excellent grain quality: food grade potential



OPTIMUM PLANTING RATES:

Less Productive Soils: 28,000-30,000
Moderately Productive Soils: 31,000-33,000
Highly Productive Soils: 33,000-35,000

SC 1042Q™ brand

RELATIVE MATURITY: 104 days

KEY FEATURES:

- Proven performance with yield punch for the east
- Solid agronomic package
- Very good emergence
- Very good NCLB tolerance
- Outstanding drought tolerance:
 Designated Optimum® AQUAmax® brand

AVAILABLE TRAITS:

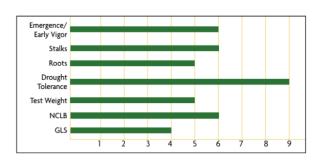
OPTIMUM PLANTING RATES:

 Less Productive Soils:
 29,000-31,000

 Moderately Productive Soils:
 31,000-33,000

 Highly Productive Soils:
 33,000-35,000

OPTIMUM® AQUAMAX® BRAND

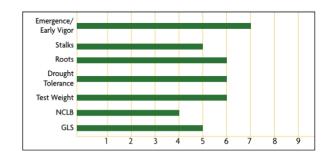


SC 1071Q™ brand

RELATIVE MATURITY: 107 days

KEY FEATURES:

- 107-day game-changer with impressive yield potential
- Outstanding emergence--plant first
- Outstanding ear flex
- Very good grain quality and test weight
- Outstanding 3rd party performance across SC footprint



OPTIMUM PLANTING RATES:

Less Productive Soils:26,000-28,000Moderately Productive Soils:28,000-30,000Highly Productive Soils:30,000-32,000

SC 1087AM™ brand

RELATIVE MATURITY: 108 days

KEY FEATURES:

- Multi-year dominant yield performance
- Outstanding hybrid targeted for eastern Corn Belt soils
- Elite genetics with strong drought tolerance
- Impressive 3rd party and SC testing performance
- Girthy ear with nice flex
- May require a fungicide for NCLB

AVAILABLE TRAITS:

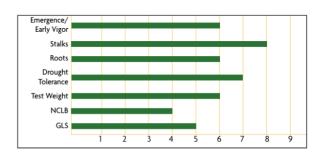
OPTIMUM PLANTING RATES:

 Less Productive Soils:
 26,000-28,000

 Moderately Productive Soils:
 28,000-30,000

 Highly Productive Soils:
 30,000-32,000

CONSISTENT EASTERN CORN BELT YIELD LEADER



SC 1112AM™ brand

RELATIVE MATURITY: 111 days

KEY FEATURES:

- Impressive eastern performance
- Very good NCLB and good GLS tolerance
- Bred to work across all soil types
- Very good plant health and late-season intactness
- Very good drought tolerance

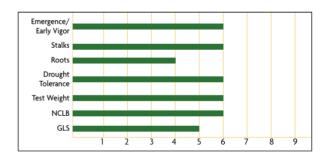
OPTIMUM PLANTING RATES:

 Less Productive Soils:
 28,000-30,000

 Moderately Productive Soils:
 30,000-32,000

 Highly Productive Soils:
 32,000-34,000

CONSISTENT GENETICS WITH PROVEN EASTERN CORN BELT PERFORMANCE



SC 1122Q™ brand

RELATIVE MATURITY: 112 days

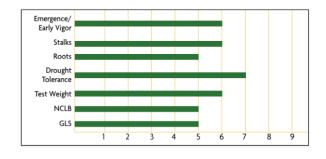
KEY FEATURES:

- Top-end yield potential
- Strong GLS tolerance, good NCLB tolerance
- Taller plant stature with strong stalks
- Good stress emergence
- Outstanding drought tolerance

AVAILABLE TRAITS:

OPTIMUM PLANTING RATES:

Less Productive Soils:29,000-31,000Moderately Productive Soils:31,000-33,000Highly Productive Soils:33,000-35,000



CORN HYBRIDS INFORMATION CHART

Hybrid Name	Relative Maturity	Emergence/Vigor	Roots	Stalks	Plant Height	Ear Height	Drought Tolerance	Staygreen	Test Weight	Ear Flex	Husk Cover	Kernel Rows	Seed Rate	Less Productive Soil	Moderately Productive Soil	Highly Productive Soil	
1018AM	101	6	7	6	М	М	9	5	6	SEMI	5	16-18	М-Н	HR	HR	HR	
1042Q	104	6	5	6	М	М	9	5	5	SEMI	6	16-18	М-Н	HR	HR	HR	
1071Q	107	7	6	5	М	М	6	5	6	FLEX	6	16-18	M-L	R	HR	HR	
1087AM	108	6	6	8	М	М	7	6	6	SEMI	5	16-18	М	HR	HR	HR	
1112AM	111	6	4	6	М	М	6	7	6	FLEX	7	16-18	M-L	R	HR	HR	
1122Q	112	6	5	6	М-Т	М	7	6	6	FLEX	5	18-20	M-L	R	HR	HR	

Agronomic Rating Key

9 = Best

1 = Worst

Height Rating Key

S = Short

M = Medium

T = Tall

Seed Rate Key

L = Low

M = Medium H = High Soil Type Key

HR = Highly Reccomended

R = Reccomended

NR = Not Reccomended

CORN HYBRIDS SILAGE INFORMATION CHART

Hybrid Name	Relative Maturity	Tons/Acre	NDF%	NEL	Digestability	Yield	Milk/Ton	Milk/Acre
1018AM	101	8	7	6	8	8	8	9
1042Q	104	9	7	8	8	9	7	8
1071Q	107	8	7	7	7	8	7	7
1087AM	108	8	7	7	7	8	7	7
1112AM	111	8	6	7	8	8	7	8
1122Q	112	8	7	8	8	8	8	8

Agronomic Rating Key

9 = Best

1 = Worst

NDF = Neutral Detergent Fiber

NEL = Net Energy Lactation

<u>Additional Details - Soybeans</u>

Soybean Hybrid Names

Middle two digits designate maturity Last digit designates the year of release onto the market Example: SC7293E = 2.9 maturity and 2023 release

Our soybean hybrids all contain the Enlist trait

E = Enlist Contains tolerance to three herbicides 2,4-D choline (Enlist) Glyphosate (Roundup) Glufosinate (Liberty)

PRODUCT NAME

HERBICIDE TOLERANCE

FEATURES



- 2,4-D choline in Enlist® herbicides
 Tolerance to 3 herbicides
- Glyphosate
- Glufosinate

- · Enlist herbicides feature up to 90% reduction in drift compared with traditional 2,4-D and 96% reduction in volatility compared with 2,4-D ester
- · Compatible with nearby nonsusceptible crops: soybeans, corn, peanuts, alfalfa, wheat and sorghum
- · Wide application window-apply Enlist herbicides up to R2 or full-flowering stage

Our soybean hybrids are available treated or untreated.

***The Insecticide and ILEVO Treatment Packages are not available for the purposes of this contest.

Treated

Seed is sold with our Premium Package LumiGEN treatment

Untreated

Seed is sold without our LumiGEN treatment

LUMIGEN® SEED TREATMENTS

Soybeans



PREMIUM PACKAGE

Our powerful combination of 5 different modes of action enhanced by LumiTreo™ fungicide seed treatment leads the industry in yield protection against early-season diseases.

- LumiTreo™ offers best in class protection against the number one early-season disease in soybeans, Phytophthora
- Multiple modes of action against Pythium, Rhizoctonia, Fusarium and Phomopsis with Sebring® metalaxyl and L-2030 R biofungicide helps maximize yield with healthy uniform stand establishment

PROTECTION Diseases: Phytophthora Rhizoctonia Pythium Fusarium

Phomopsis



OPTION TO ADD TO ANY PACKAGE





LumiTreo™ backed by Lumisena Best-in-class protection against Phytophthora

4.0 bu/a ADVANTAGE¹

in high stress environments vs. high rate metalaxyl

O bu/a YIELD ADVANTAGE¹

benefit across the farm vs. high rate metalaxyl

Bag Size Information

One unit/bag of soybean seed contains 140,000 seeds and will typically cover 1 acre or less, depending on the grower's seeding rate. Common planting rates for soybeans range from 100,000 to 200,000. Planting rate is dependent upon many variables including: time of planting, productivity level of the soil, planting equipment and other management practices.

SC 7293E™ brand

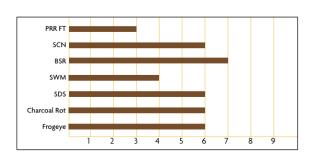


ENLIST E3® • 140,000/UNIT

MATURITY: 2.9 • Late Group II

KEY FEATURES:

- Impressive eastern yield potential
- Strong disease package: PRR, FE, SDS, BSR
- Replaces SC 7302E[™] brand with improved performance and defensive traits
- Very good emergence





SC 7332E™ brand

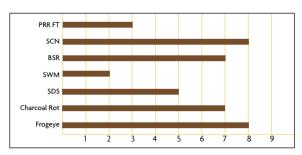
ENLIST E3® • 140,000/UNIT

MATURITY: 3.3 • Mid Group III

KEY FEATURES:

- Widely adapted yield leader
- Exceptional emergence
- 1K gene for PRR
- Outstanding frogeye leaf spot
- Peking SCN tolerance
- Proven performance against established varieties

PROVEN PERFORMANCE IN THE EASTERN CORN BELT





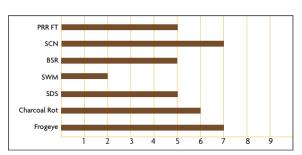
SC 7372E™ brand

ENLIST E3® • 140,000/UNIT

MATURITY: 3.7 • Late Group III

KEY FEATURES:

- · Defensive variety with exceptional yield potential
- Outstanding emergence--plant first
- Good PRR field tolerance
- Outstanding frogeye leaf spot tolerance
- Exceptional harvest standability





SOYBEAN HYBRIDS INFORMATION CHART

Hybrid Name	Maturity	Harvest Standability	Emergence/Vigor	Plant Height	BSR	SWM	SDS	Frogeye
SC7293E	2.9	6	7	М	7	4	6	6
SC7332E	3.3	6	7	М	7	2	5	8
SC7372E	3.7	7	8	М	5	2	5	7

Diseases Key

BSR = Brown Stem Rot

SWM = Sclerotinia White Mold

SDS = Sudden Death Syndrome

Agronomic Rating Key

Height Rating Key

9 = Best

S = Short

1 = Worst

M = Medium

T = Tall

Replant Policy

Sometimes poor environmental conditions and/or low seed quality results in an unsatisfactory stand of the crop. The following guarantees are offered for our products. A 100% replant policy means the company will provide free replacement seed for the unsatisfactory acres.

Corn = 100% Replant Soybeans (Treated) = 100% Replant Soybeans (Untreated) = No Replant

All replant decisions should be based on the Corn and Soybean Replant Decision Guides.

Corn Replant Decision

Seed Consultants promises to only sell the best quality seed corn backed with the Grower Profit Protection Replant Program, but often times this seed faces insects, flooding, unfavorable seedbeds, etc. You are then faced with the question, SHOULD I REPLANT?

STEP 1:	Determine the number of plants per 1/1000 acre at several sites in field
STEP 2:	Determine original planting date
STEP 3:	Determine likely replanting date
STEP 4:	Determine normal replant costsfuel, herbicide, insecticide, equipment, etc.
STEP 5:	Estimate normal yield and expected market price
STEP 6:	Estimate yield of existing corn (from chart)
STEP 7:	Deduct additional 5% for common gap size greater than 3 feet; if less than 3 feet, deduct 2% for uneven stand
STEP 8:	Calculate expected yield from existing corn
STEP 9:	Calculate expected yield if replanted (from chart)
FINAL STEP:	Evaluate the net gain from replanting against expenses incurred.

Expected Grain Yield Due to Various Planting Dates and Final Plant Populations

Diam'r Data	10	12	14	16	18	20	22	24	26	28	30	32	34	36
Planting Date						Perce	ent of C	ptimur	n Yield					
April 10	62	68	73	78	82	85	88	91	92	93	94	94	93	91
April 15	65	71	76	81	85	88	91	94	95	96	97	96	96	94
April 20	67	73	78	83	87	90	93	96	97	98	99	98	98	96
April 25	68	74	79	84	88	92	94	97	98	99	100	100	99	97
April 30	68	74	79	84	88	92	95	97	99	100	100	100	99	97
May 5	67	73	79	83	87	91	94	96	98	99	99	99	98	97
May 10	65	71	77	82	86	89	92	94	96	97	97	97	96	95
May 15	63	69	74	79	83	87	89	92	93	94	95	95	94	92
May 20	59	65	71	75	80	83	86	88	90	91	91	91	90	89
May 25	55	61	66	71	75	79	81	84	85	86	87	87	86	84
May 30	49	55	61	65	70	73	76	78	80	81	81	81	80	70
June 4	43	49	54	59	63	67	70	72	74	75	75	75	74	73
June 9	36	42	47	52	56	60	62	65	66	67	68	68	67	65

Source: E.D. Nafziger, Journal of Production Agriculture 7 (1994): 59-62

Guide for Soybean Replant Decision

Yield effects from reduced plant populations, uniform stands and weed-free conditions.

	Yield as % of Normal				
Population Plants/Acre	Solid Seed	30 in. Row			
160,000	100	100			
120,000	100	100			
80,000	96	100			
60,000	92	94			
40,000	87	88			
20,000	77	81			
10,000	58	72			

Yield effects of reduced stands

Plant Spacings	Yield as % of Normal
2 ft. skips50% of row	94
3 ft. skips50% of row	87
4 ft. skips50% of row	85

Yield effects from delayed planting (uniform stands)

	Yield as % of Normal					
Planting Date	Mid-Season Variety	Full-Season Variety				
May 20th	100	100				
May 30th	96	94				
June 10th	92	90				
June 20th	82	78				
June 30th	70	NR*				
July 10th	60**	NR*				

*NR--not recommended

Discount Schedule

If a grower places their order and makes payment by the required date, they are eligible for a discount.

Last day of August	15%
Last day of October	12%
Last day of December	10%

<u>Delivery</u>

You, as the seed dealer, will deliver the seed to the customer in spring 2025.