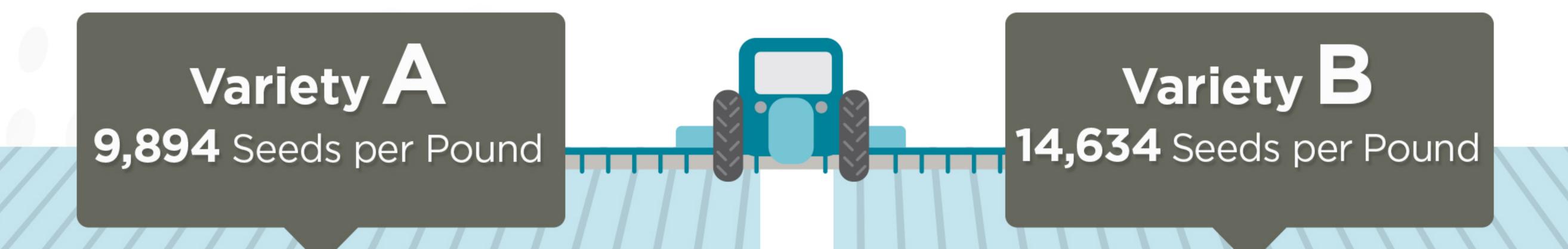
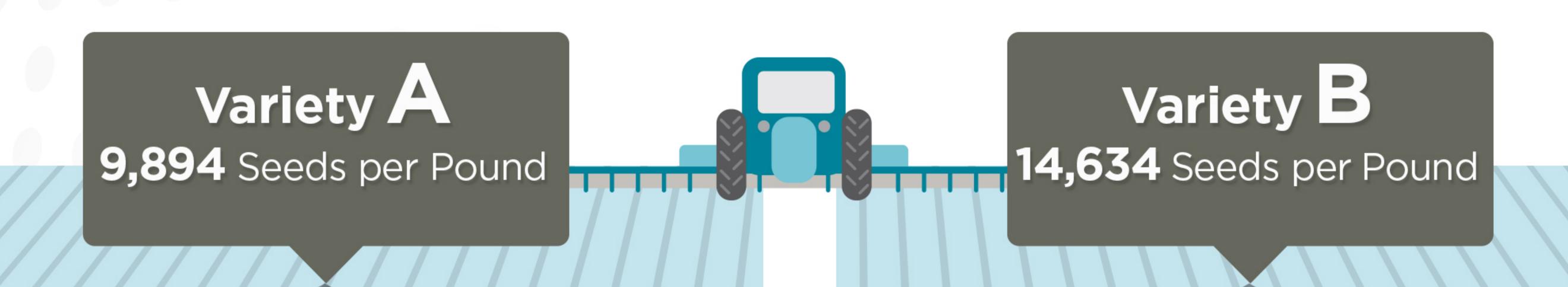
SAME WEIGHT, DIFFERENT SEED COUNT

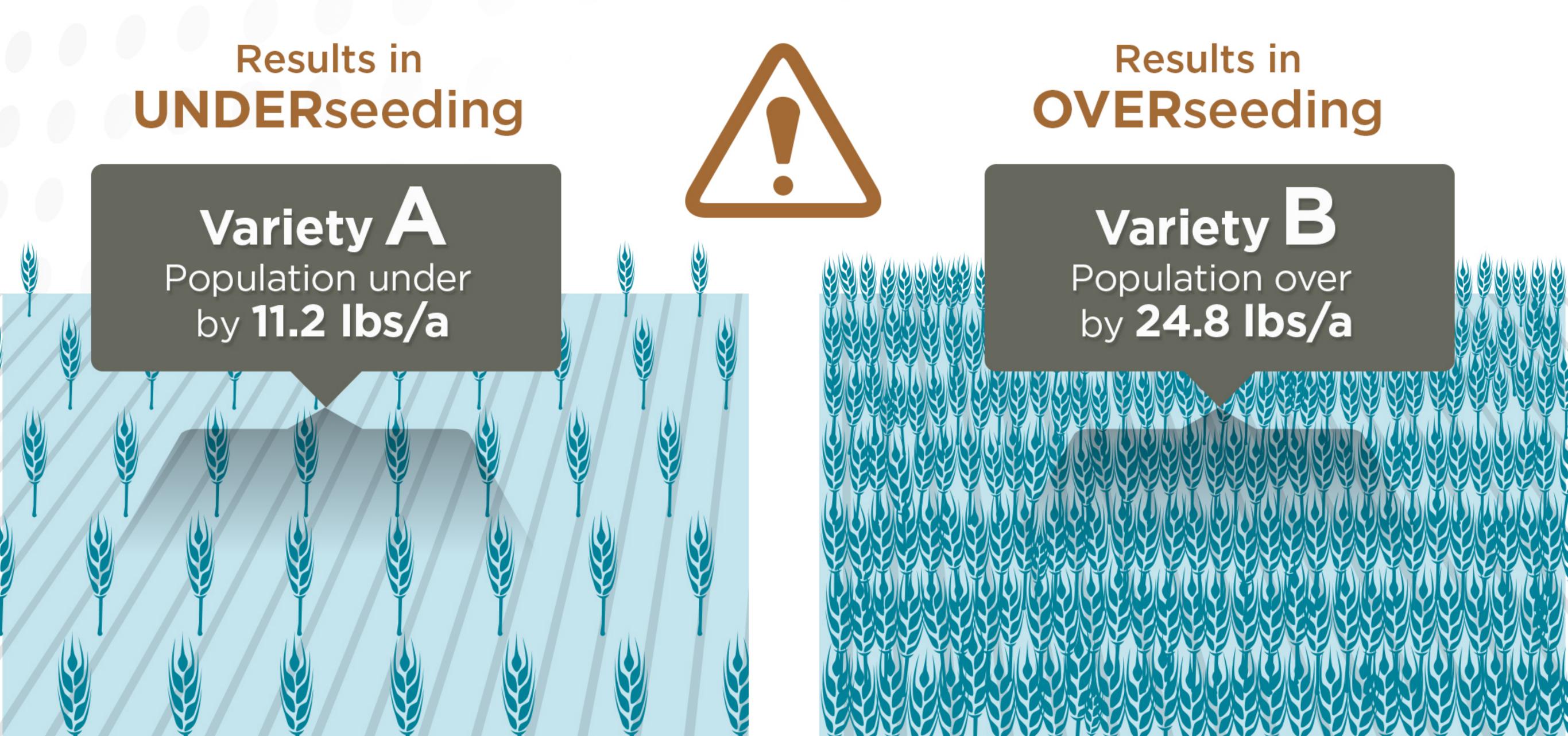
See the difference seed size and density can make at planting.



Let's say your target seeding rate is 1.1 million seeds per acre and you plant 100 pounds per acre.



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That leads to other problems.

UNDERseeding:

- Underutilized Land
- Increased Weed Risk
 - Delayed Maturity
- Over-reliance on Tillering

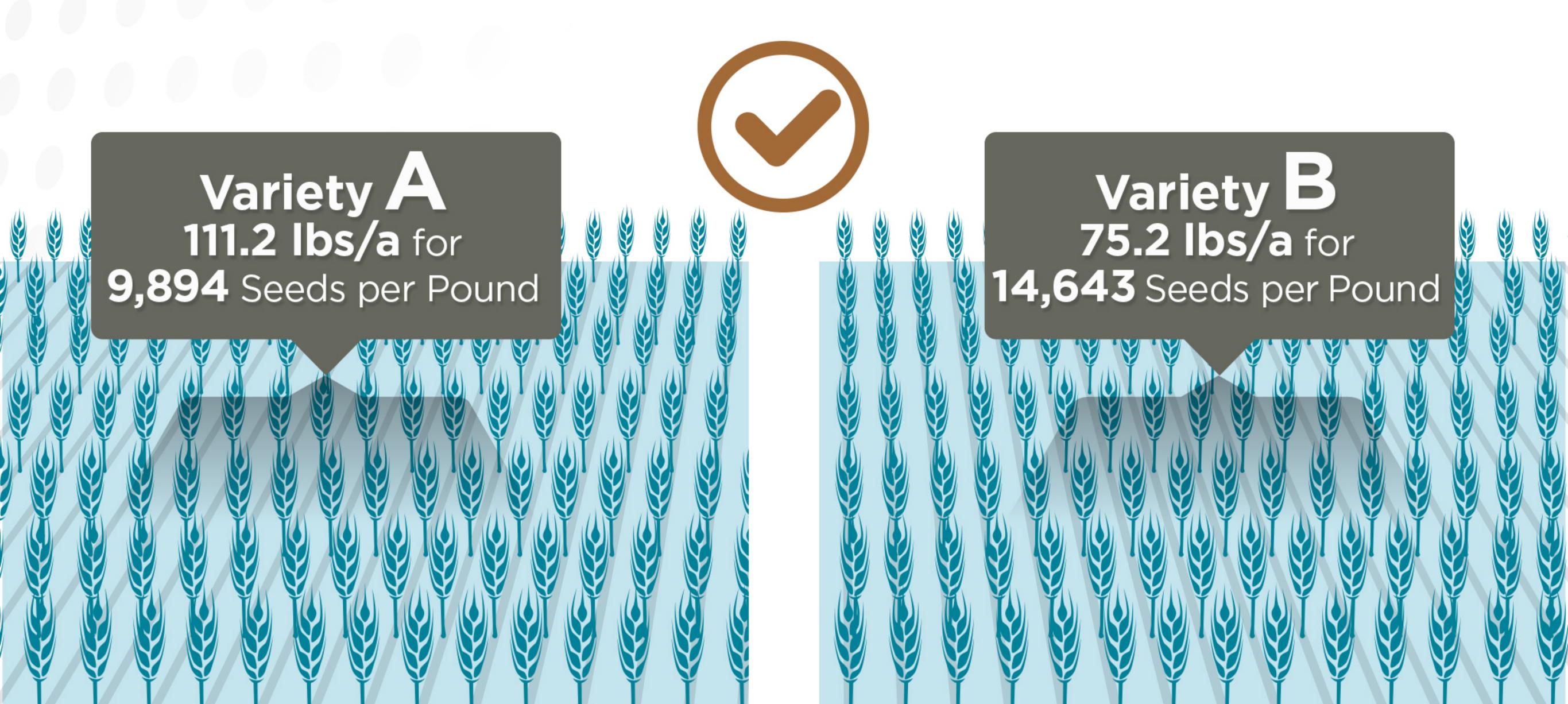
Variety A
Population under
by 11.2 lbs/a

OVERseding:

- Wasted Seed
- Increased Plant Competition
 - Increased Lodging Risk
 - Increased Disease Risk

Variety B
Population over
by 24.8 lbs/a

But what if your seeding rate was based on how many seeds are in a pound of your variety? It's called an **Optimal Seeding Rate**.



Why plant with Optimal Seeding Rates?



Maximize yield and profit potential

Optimize input costs



Improve stand uniformity and count

Reduce lodging risk



Why plant with Optimal Seeding Rates?



Reduce potential weed competition

Optimize light interception

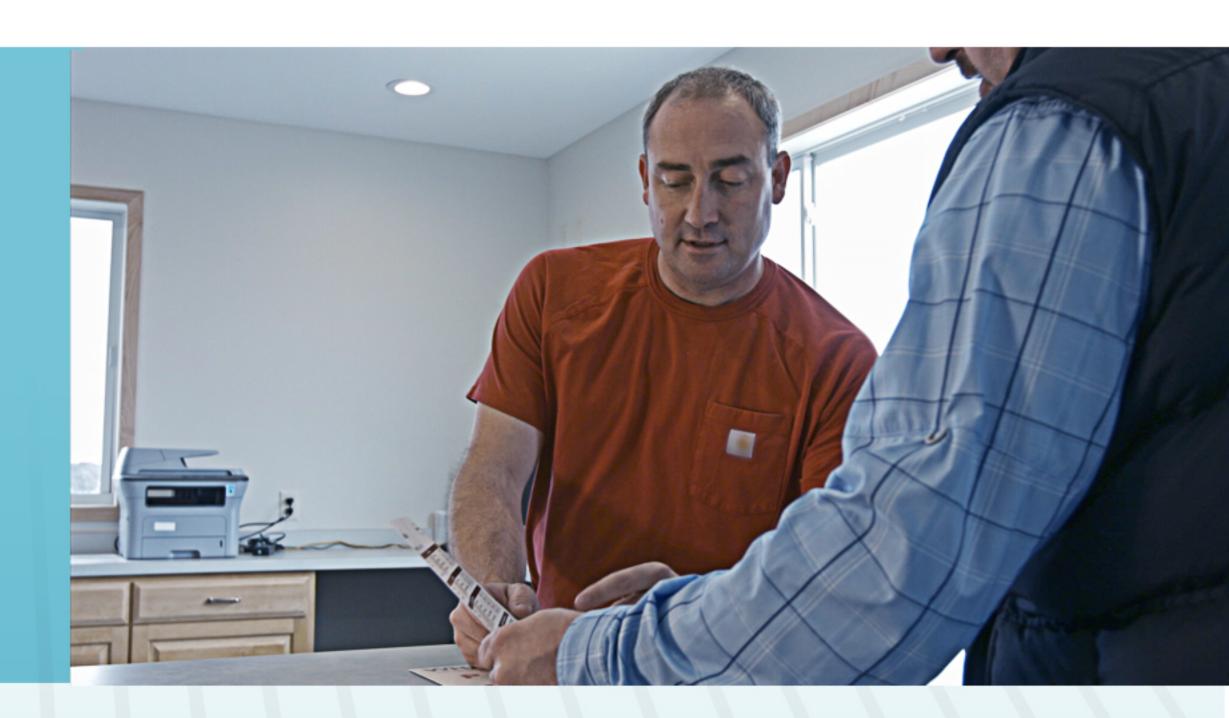


Want to get your Optimal Seeding Rate?

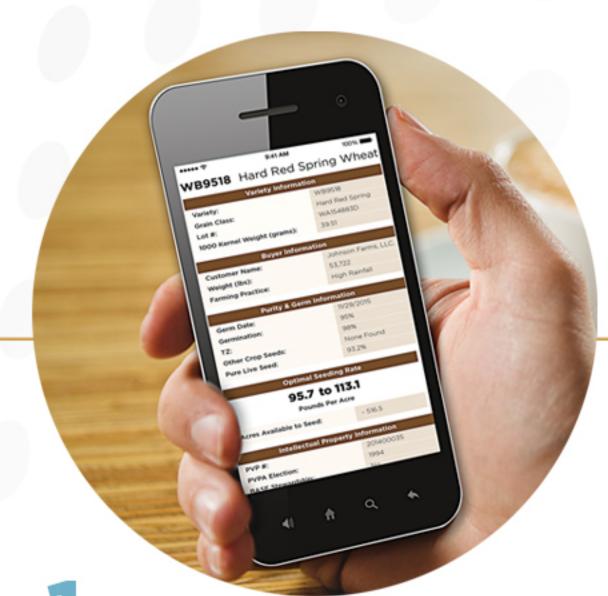


Recommendations Are Based on: Seed Size and Density, Planting Date, Geography, Production Practices and Target Seeds Per Acre.

Recommendations are available at select WestBred® wheat seed suppliers free of charge.



Next Steps



I. Pick Up

Your seed supplier analyzes a sample of your seed purchase at pick up and provides your Optimal Seeding Rate recommendation among other things via email and/or print out.



2. Calibrate

Calibrate your equipment to plant the recommended pounds per acre. Equipment should be calibrated for each variety planted.



3. Plant

Plant with confidence using your Optimal Seeding Rate recommendations.

See for yourself how planting with an Optimal Seeding Rate can expand your profitability when you visit **ConnectINSystem.com.**

