

# Getting the Most Out of Your Corn – Poncho Pays

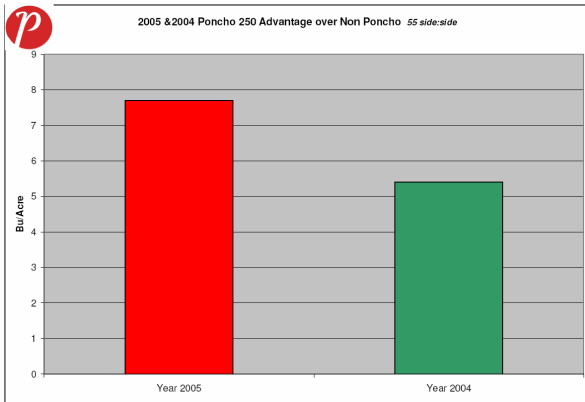
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As farmers our goal is to get the most out of our crop possible in order to earn a living. We ensure a proper seedbed, plant the best genetics available, we are careful to apply the proper rates of fertilizer, apply herbicides at recommended rates and at the right time – everything we can to produce the best crop available.

What else can we do? One of the tools at our disposal now provides the best control we have ever had as farmers of early season insect pests and the destruction they can cause on corn seedlings. This tool is Poncho seed applied insecticide. As producers we embraced Bt technology, and, through proper management practices, we effectively controlled the destruction that European Corn Borer inflicted on us during the growing season.

So why think twice about the cost of controlling soil insects that are just as injurious and at a more critical period in the growing season – plant stand establishment. Could this be because we need to see a great deal of destruction before we get excited about a problem? i.e. downed-corn, dropping ears prior to harvest etc. Is it because if we do not see the destruction early in the season we tend not to get concerned? The fact of the matter is that if we do not establish the crop to maximize our plant stands, we are reducing our potential yields before the seed is even out of the ground, and reducing the return on the seed just purchased.

Does Poncho make that much of a difference? The answer is a resounding yes! This past season the difference on side by side trials, comparing the same hybrid treated and untreated side by side was 7.7 bushels per acre, with the Poncho treated seed a clear winner every time. The average in 2004 trials was 5.4 bushels per acre for a two year average of 6.5 bushels per acre. Poncho Works and provides an excellent return on investment even at minimum insect pressures.



## Here's the math on the Poncho advantage based on yield alone:

Cost of Poncho per acre: \$7.00  
 Bushel Advantage: 6.5 bushels (two year average)  
 Increased income \$18.20/acre  
 Net Return per Acre \$11.20/acre

Add to this the yield benefit from a uniform plant stand and the conclusion is that ordering your seed with Poncho is as close to a guaranteed return as you will earn anywhere in farming today – especially on high risk soils.

In terms of the math, how much is \$11.20/acre. This will pay 2/3 the cost of planting or cover 1/3 of your combining bill or the cover the cost of your burndown herbicide. Poncho is also environmentally friendly, presenting a minimal risk to the operator as it is applied accurately on the seed by Pride. The only way to capture this value is to order your seed with Poncho. Treat the Poncho cost as an insecticide input – yield insurance, the same way Bt should be treated as a cost per acre with the return being a more uniform and higher yielding crop.

The chart below shows where Poncho gives us the most yield response.

Corn after soybeans (especially no-till)	Cutworms
Corn after wheat	White grubs, European Chafer, Possible wireworms
Corn after alfalfa	Wireworms, cutworms, white grub and possible European chafer on sands
Corn on lighter soils	European chafer and cutworms
High grass or no-till under where weedy pressure the previous year	White grubs
Grassy weed pressure, little soil disturbance, expect delayed germination	Wireworm
Heavy manure applications	Wireworm and white grubs
Where used D&L or have experienced stand reductions in previous years	Poncho a good fit