



THE FUTURE OF THE ACRE

Mapping a new frontier in product management

What if choosing the right hybrid wasn't just about yield, but about how you farm?

The variation in product performance often comes down to how that hybrid is managed throughout the growing season. Every farmer manages differently, and every hybrid responds differently. The challenge isn't just choosing the right product; it's knowing how to manage it for success.

SeedIQ™, the industry's first product management platform, was developed by Beck's with the farmer in mind. It enables farmers with the unique ability to uncover product management insights that can help drive yield and profitability across their acres. Ultimately, the tool is designed to increase the likelihood of success in their farming operation.

Data that drives SeedIQ

SeedIQ is an AI-powered tool that can be accessed through Beck's website, but that alone is not what makes it a unique product management platform. The power of SeedIQ comes from exclusive datasets that feed the SeedIQ engine, paired with thousands of human observations and insights from their team of Regional Product Specialists and local agronomists. No other company offers a tool like SeedIQ because no other company has the unique data to stand behind it from numerous research initiatives.

Root Reveal™: Root Reveal is the starting point for gaining an elevated understanding of each hybrid's full potential through its root structure. This research allows Beck's team to generate an-



Learn more

Visit BecksHybrids.com to explore SeedIQ™ or connect with your Beck's representative to learn more about how SeedIQ can support your operation.

swers to questions like how population changes and responses to nutrient rates and placements affect the product's performance. Root Reveal provides a predictive look at management and categorizes root structures into three types: vertical, balanced, and horizontal. These three structures are then associated with specific management practices that can boost the yield potential of those products.

Kernel Reveal™: Kernel Reveal offers an understanding of how a corn hybrid builds its yield. It's broken down into three categories: count, neutral, and size. Indicating how each hybrid builds yield, through increased kernel count or increased kernel size, offers insights into how and when a grower will see the greatest results from pulling different management levers throughout the growing season. Hybrids that are classified as "count" generally respond to earlier-season (vegetative stage) management, while those classified as "size" will benefit greatly by management fo-

cused later in the growing season.

Product Characterization Research (PCR): Products can perform differently in the same environment, and insights from Beck's identifies that management is the difference. Thus, it's important to shift our mindset to understand which practices or decisions influence how a product yields. Beck's Product Characterization Research (PCR) encompasses the use of various populations, nitrogen rates and timings, and different fungicide applications. PCR is not about comparing one hybrid versus another, it's about comparing a hybrid to itself in different management scenarios. Ultimately, having this information will allow growers to adjust how they manage a hybrid on their farm. It also helps the team at Beck's make the best product recommendation based on your



desired management practices.

Choice/Replicated Trials: These pre-commercial product mini-strip advancement trials are conducted by Beck's each year across their marketing territory. They are set up in 40-foot-long rows and replicated multiple times. The center rows are harvested to obtain accurate data that closely emulates what happens in farmers' fields. With the most diverse genetic access in the seed industry, Beck's Genetic Choice Trials allow them to fine-tune their product recommendations.

Local Evaluation and Agronomic Research Network (LEARN) Trials: These on-farm strip trials enable Beck's to evaluate hybrids and varieties across diverse environments and management practices. Their expert agronomy team deploys this vast

network and focuses on hyper-local agronomic management. LEARN trials also provide a perspective on product performance and response across various management scenarios, as they are produced using farmers' management practices.

Practical Farm Research (PFR): This industry-leading, in-house research is conducted at 12 sites across 1,000 acres to provide unbiased, practical insights into agricultural input products and practices. PFR is designed to identify management solutions to increase yield and return on investment. Beck's PFR team conducts independent research on the latest products and practices in agriculture to help farmers make decisions for their operations.

Summing it all up

Advancements in plant breeding have brought agriculture to a point where genetic gains continue to grow. The use of genomic predictions and simulations in plant breeding have enabled breeders to speed up the breeding process, increase the success rate, and bring to market a new level of yield every year.

The best way to capture genetic yield gains is to understand the placement and management of each hybrid and variety before they hit the commercial market. Beck's differentiated approach to product research, concept development, and information delivery through the SeedIQ platform makes it the most advanced and unique information resource on the market with the goal to help farmers succeed.