

**SCOTT, OHIO**

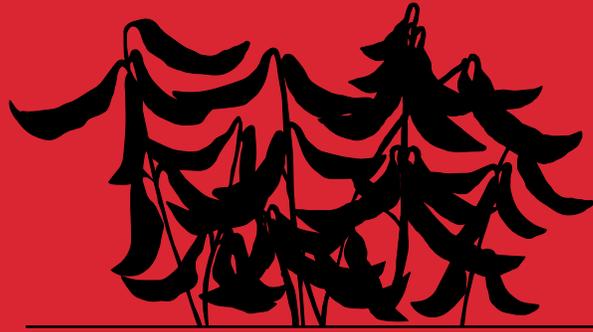
**Pond**  
**Seed Company**

**EST. 1927**

**PRODUCT**

**2015**

**GUIDE**



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# POND SEED 2015 WELCOME

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**We're soybean specialists.** Now, specialist may sound a little high and mighty, but when you spend as much time hand-selecting your beans as we do, we think it's earned. It's this commitment to the very best in soybeans that has landed us where we are today. What we've found year after year is one product outperforms them all, so that's the only one we carry: Genuity® Roundup Ready 2 Yield® Soybeans.

Of course, we know some farms grow more than just soybeans. So we give the same amount of attention to selecting the very best AgriGold corn and wheat products, too. Because we love digging in and getting our hands dirty, planting and testing them ourselves. So if you're ready for giant results from a fussy little company, you've come to the right place.

**We're fussy about seed.**





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# 365

## DAYS OF POND

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Each year brings with it new challenges and exciting opportunities for growth – those are the things Marcia and I look forward to the most with each passing season. We remain steadfastly focused on growing our relationship with you and this community that we live in. The many challenges of agriculture are something we face together. It's that common bond that doesn't make you simply a customer. It makes you a Seed Partner.

In many places throughout the Midwest, you have the option to pick up seed about anywhere, and it works pretty good. But, we don't think that works to your benefit here. In May we battled one

of the fiercest springs in recent memory. When the waters receded, we were there, inspecting your fields and guiding you every step of the way to get you the best possible stands. We assembled a team of agronomists from AgriGold, Professionals from The Ohio State University and took the lead in providing you with the level of service you would expect from us, your neighbor.

Being fussy isn't just a tagline around here. It's a promise that our products, service and commitment to your success will be at the forefront of every step we take – together, because that's what neighbors do.

**Sincerely,**



**Fred C. Pond**

# A LEGACY OF OBSESSION

Eighty-seven years is a long time to be in business. You learn a lot. You grow a lot and adapt and change even more. But one thing has never changed: We're still as fussy about the quality of every bag of seed that gets the Pond name. Because we're farmers just like you. We simply won't settle for anything but the very best going into our fields. When I purchased the business back in the 1980s, my father only gave me two instructions. "Treat every man's seed like it was your own" and "Keep the floor swept." We do both to this day, and it's that habit of being fussy that we think you deserve.

First, we hand-select each variety we sell to perform specifically on farms here in our backyard, because you're not planting our seed in Iowa, Illinois or Kentucky. Our selections are designed for the heavier Lake Bed soils of western Ohio, eastern Indiana and southern Michigan. With this vision in mind, you get a product that isn't just the latest, highest-yielding technology, but one that is suited and specifically selected for our home soil.

Next, we treat our products for diseases specific to this region. We live in an area with one of the highest levels of disease pressures in the country. Our intimate understanding of this disease threat leads us to a highly specialized treat package.

We also do extensive research with Dr. Anne Dorrance of The Ohio State University and have a Disease Assessment site right here on our farm for product evaluation. Seed treatment is not a topic we take lightly.



After selecting the very best lines and treatment packages, we include a couple of special steps you won't find from the mega-seed companies. First, we size your seed to give you a more consistent planting rate. That means that every single bag of seed contains the "center cut" of perfection, many times not varying more than 100 seeds per pound. Second, we are one of the only companies in the United States to dry our treated seed prior to being packaged. With the recent addition of an Oliver DVX 410 Drying Table we have completely eliminated any concern of treatment chunks or bridging in your wagon. Seed flowability has dramatically improved, and our seed looks like you are planting red pearls. From 50-75% of next year's income will be generated from soybean production. Why would you accept anything that wasn't the very best for your farm?



# **OUR 2015 LINE-UP**

**HAND-PICKED TO PERFORM.**



POND SEED GUIDE **2015 LINE-UP**

# AGRONOMIC CHART

	VARIETY 1 NEW FOR 2015 <b>26RY2</b>	VARIETY 2 <b>27R2Y2</b>	VARIETY 3 <b>27R2Y3</b>	VARIETY 4 NEW FOR 2015 <b>28RY4</b>	VARIETY 5 NEW FOR 2015 <b>28RY3</b>
	A new tough and rugged bean with tremendous width. Take this line everywhere you need yield. Super stress skills with a delightful gray/tan appearance. Remember our old 26R03? This line is the offspring, making for a rich family heritage.	Our Flagship line that never fails. A true 2.7 in maturity, handles all soil types with confidence. Rock Star for past 4 years. Has won our plot several times, beating the fullest season lines available.	A companion product for the 27R2Y2 to be used on highly productive soils. Stands better with an excellent disease package. Little more of a straight line plant type with a tall plant.	Just slightly later than our 2.7 lines and a perfect fit for wheat. New genetics with a +5.9 bu. yield over P-92Y60 and +3.5 bu. over A-2733. Great speed on emergence with an excellent shatter score at harvest time.	Another new 2.8 that was impossible to pass on. 76% win rate everywhere. Not a weakness anywhere, and 112.8% yield in Elite Trials. A quick replacement for our 29RY3, beating it by +2.9 bu./acre.
Maturity	2.6	2.7	2.7	2.8	2.8
Straw Color	Gray	Gray	Gray	Gray	Light Tawny
Hilum	Imperfect Black	Imperfect Black	Imperfect Black	Imperfect Black	Black
Emergence					
Plant Height	Medium	Medium	Tall	Medium-Tall	Medium-Tall
Plant Canopy Type	Semi-Bush	Medium	Straight-Medium	Semi-Bush	Semi-Bush
Flower Color	Purple	Purple	Purple	Purple	Purple
PRR Gene	RPS3a, 1.3	RPS1c & RG1k	RPS1c, 2.3	RPS1c, 1.7	RPS1a, 1.8
Stress Tolerance					
Standability					
Harvestability					

	VARIETY <b>6</b> <b>30R2Y2</b>	VARIETY <b>7</b> <b>31R2Y2</b>	VARIETY <b>8</b> <b>32R2Y4</b>	VARIETY <b>9</b> <b>NEW FOR 2015</b> <b>34RY3</b>	VARIETY <b>10</b> <b>36RY2</b>	VARIETY <b>11</b> <b>NEW FOR 2015</b> <b>32C06</b>
	This is the Winchester of Soybeans. Goes anywhere and is lethal on the heavy clays. Harvest more like a 3.2, so don't get excited with the combine. Will stand like a champ and emerge faster than the weather can change in Ohio.	Take as many of these as you can handle. Even my competitors shudder when they see this line in your portfolio. It dominates everywhere with a killer 81% win rate 3 years in a row.	The perfect companion to the 31R2Y2. Killer yield and disease package featuring the 3a/1k gene for the tough soils. Combines great and handles dry weather like a camel.	New genetics for 2015 with an impressive 78% win rate. A perfect stress rating and a yield that destroys A-3231, A-3431, & A-3421. Simply, this is the best Mid Group III available.	This is our fullest season line specifically for OH and IN. Excellent green stem makes harvest a breeze. Beats NK 35-T9 by 2, Pioneer 93Y60 by 3 and Asgrow 3632 by 1. If you are a FULL season kind of guy, this bean is for you.	A blast from the past as we are returning a NEW CONVENTIONAL Soybean line. This is the PERFECT fit for those looking at a Premium market or a different herbicide package. Tremendous yield follows this line everywhere.
Maturity	3.2	3.1	3.2	3.4	3.6	3.2
Straw Color	Gold	Gray	Gray	Gray	Gray	Tawny
Hilum	Light Brown	Light Brown	Light Brown	Imperfect Black	Imperfect Black	Black
Emergence						
Plant Height	Medium-Tall	Medium-Tall	Medium-Tall	Medium-Tall	Tall	Medium-Tall
Plant Canopy Type	Semi-Bush	Semi-Bush	Medium	Straight-Medium	Straight-Medium	Medium-Bush
Flower Color	Purple	Purple	Purple	Purple	Purple	Purple
PRR Gene	PRStk	RPS1c, 2.8	HRps 3a/1k, 1.8	RPS1c, 1.6	RPS1c, 2.3	RPS1c, 2
Stress Tolerance						
Standability						
Harvestability						

1 Soybean = Poor

5 Soybeans = Best

Numbering System – 2.7 = Maturity

R2Y or RY = Ready 2 Yield

2 on the end = really doesn't mean much at all



All Varieties are SCN Approved





# DEMAND MORE YIELD AND A CLEAN FIELD!

## HOLD YOUR BEANS TO A HIGHER STANDARD WITH GENUITY® ROUNDUP READY 2 YIELD®.

When **combined** with Roundup Ready PLUS® Weed Management Solutions, you can get **clean fields** and the proven **advantage** of **higher yields** over LibertyLink® soybeans.

Ask your seed rep why you should **demand more**.  
Go to **genuity.com** for more information.



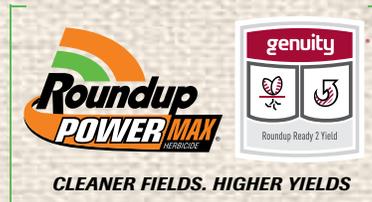
EVERY BUSHEL MATTERS

Individual results may vary.  
Always read and follow grain marketing and all other stewardship practices and pesticide label directions.  
Details of these practices can be found in the Trait Stewardship Responsibilities Notice to Farmers printed in this publication.

**ROUNDUP READY PLUS**  
WEED MANAGEMENT SOLUTIONS

# TECHNOLOGY PLATFORM

**Genuity® Roundup Ready 2 Yield® Soybeans** have greater root biomass, more nodes on the main stem and larger shoot biomass compared to first-generation Roundup Ready® Soybeans. Ultimately, Genuity® Roundup Ready 2 Yield® Soybean varieties provided higher yield by producing more beans per pod.



**SOYBEAN PIRACY STATEMENT:** Seeds containing the Roundup Ready® trait and the Genuity® Roundup Ready 2 Yield® trait are protected under numerous United States patents, including Patent No. RE39,247. It is unlawful to save Roundup Ready® Soybeans or Genuity® Roundup Ready 2 Yield® Soybeans for planting or transfer to others for use as a planting seed.

#### BENEFITS OF NEW SEED:

##### Convenience:

- High quality and high yield potential product vs. bin-run
- Reliable seed supply in many maturities

##### Economics of New Seed vs. Bin-Run:

- Average loss of ~10–15% cleanout at harvest for bin-run seed
- Bin-run planting rates are generally 15% higher than new certified seed

##### Limited Warranty Benefits:

- Dealer agronomic support before and after the sale
- Risk management benefits of Roundup Rewards® (over \$600 million in benefits paid)

##### New Innovations:

- Monsanto's 100% commitment to agriculture
- Our very preliminary estimate is that farmers get a \$6 benefit for each \$1 spent on private sector research.

#### Monsanto Company is a member of Excellence Through Stewardship® (ETS).

Monsanto products are commercialized in accordance with ETS Product Launch Stewardship Guidance, and in compliance with Monsanto's Policy for Commercialization of Biotechnology-Derived Plant Products in Commodity Crops. This product has been approved for import into key export markets with functioning regulatory systems. Any crop or material produced from this product can only be exported to, or used, processed or sold in countries where all necessary regulatory approvals have been granted. It is a violation of national and international law to move material containing biotech traits across boundaries into nations where import is not permitted. Growers should talk to their grain handler or product purchaser to confirm their buying position for this product. Excellence Through Stewardship® is a registered trademark of Biotechnology Industry Organization.

**Roundup Technology®** includes Monsanto's glyphosate-based herbicide technologies. **ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS.** **Roundup Ready®** crops contain genes that confer tolerance to glyphosate, the active ingredient in Roundup® brand agricultural herbicides. Roundup® brand agricultural herbicides will kill crops that are not tolerant to glyphosate. Genuity and Design®, Genuity Icons, Roundup PowerMAX®, Roundup Ready 2 Yield®, Roundup Ready®, Roundup Technology®, and Roundup® are trademarks of Monsanto Technology LLC.

# IT'S ALL IN THE **FAMILY**



We are an AgriGold family and we count on our Corn Specialist to keep us one step ahead. With AgriGold's diverse genetics driving our yields, we never worry.



**AgriGold**<sup>®</sup>  
WE KNOW CORN™

Better genetics. Better results.

[agrigold.com](http://agrigold.com)

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We Know Corn™ is a trademark of AgReliant Genetics, LLC.

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## FRIENDS WITH PLATINUM STANDARDS

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You can see by our love of soybeans that our seeds live a privileged life. We just can't help giving every seed the TLC it needs to bring bigger yields to your fields. And when it comes to corn, let's just say we have like-minded friends in high places.

Through our partnership with AgriGold, our beans can be bundled with the best seed corn on the market. You won't find a higher-quality product. Rest assured,

we didn't take a partnership lightly. We picked AgriGold because they have the same focus and values that we do. That enables them to ensure proper placement of leading-edge genetics and help farmers manage these with cutting-edge agronomics.

Just like Pond Seed Company, AgriGold is also an independent seed company. That independence allows AgriGold to hand-select the platforms and hybrids they feel are the very best. In short, they are our kindred corn spirit with leading-edge products like Genuity® SmartStax® RIB Complete®, a first-of-its-kind, true refuge-in-the-bag solution.

AgriGold makes it easy for our farmers by telling you exactly which ones are the heavy hitters. To achieve a Platinum designation, these products average over 6.0 bushels better than all competitors, win 67% or more of the time and go head to head in over 1,000 comparisons in their maturity. So let's plant some pampered corn.



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## GETTING PICKY WITH **WHEAT**

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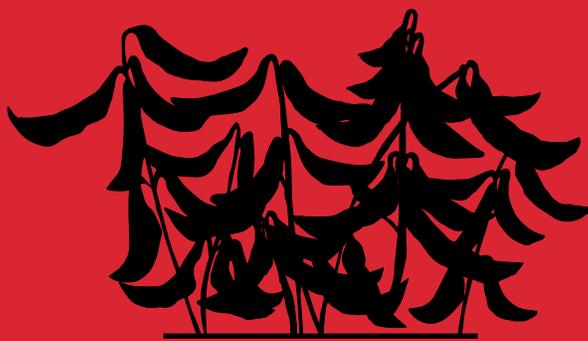
The year we continued to take our meticulous selection process and local knowledge to the land of wheat. Let me tell you—we baby our wheat as much as we do our soybeans. When we hand-selected these wheat lines, we started by assessing the local soil, weather and other factors that will affect how those seeds will perform in local fields. What we came up with were four new lines from four different breeding programs. These lines are hands-down the best out there.

On top of it all, wheat does a farm good. Not only does raising wheat help break costly weed, insect and disease resistance, it also manages your workload and provides an opportunity to do needed soil improvements.

**Let's get planting.** Our hand-selected wheat varieties are ready to start performing for you. And with customer service like ours, you'll be up and running in no time.



**WHEAT 2014 GUIDE**



Pond Seed Company  
12462 Blaine Street  
P.O. Box 156  
Scott, OH 45886



419.622.6141  
PondSeedCo.com