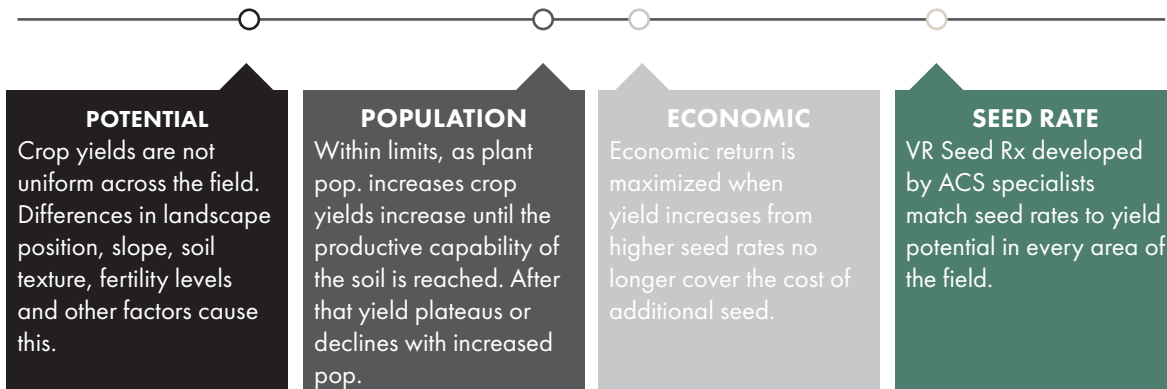


VARIABLE RATE SEED

Central Valley Ag's ACS team can bring you many advantages with Variable Rate Seed. We analyze multiple data sources and develop a "foot by foot" yield potential for each field. An individualized seed rate formula determines seed rate based on yield potential and grower objectives. Grower information on high and low yield potential areas as well as minimum and maximum seed rates is incorporated into the seed prescription. An ACS prescription may have 10 to 12 different seed rates, depending on the variability in the field and the range of minimum and maximum seed rates established by the grower, while many competitive seed recommendations have only 3 to 5 rates. Increasing seed rates in high-yield areas and reducing seed rates in low yield areas results in higher average yield and reduces seed cost per bushel.

THERE ARE MANY THINGS TO CONSIDER WHEN IT COMES TO VARIABLE RATE SEED



<p>Price of Corn \$3.25 Seed Cost \$3/K</p>
<p>X Average Yield Increase 8.5/ bu corn/A</p>
<p>+ Average \$\$ Seed Savings \$2.75/A</p>
<p>- VR Seed Rx Investment \$3.25/A/Yr</p>
<p>= Profit \$27.12/A/Yr</p>
<p>Annual ROI to VR Seed 9:1</p>

DID YOU KNOW?

- ACS specialists began developing the procedures for VR Seed in 1997 and have delivered VR Seed Rx to growers since 2005.
- VR Seed Rx can save \$1.50 - \$4.00 per acre in seed costs.
- Growers see average yield increases of 7 to 10 bu per acre with VR seed Rx built using Variable Yield Goals.
- ACS specialists have written VR Seed Rx on more than 500,000 acres since 2005.
- ACS specialists use our GIS software to evaluate, compare and analyze more than 26,000 data points per acre on each input layer. For an average field, the VR Seed Rx is produced by analyzing more than 250,000 pieces of information.

