



Beck 300 Challenge

Rules and Regulations



Objective:

Our objectives in the challenge are to: 1) Challenge any grower purchasing Beck's corn products to break the 300 bushel per acre mark on their farm. 2) Partner with growers to greatly improve corn yields. 3) Create awareness that 300 bushels per acre is possible.

Entry:

- 1) Any grower purchasing a minimum of thirty (30) acres of Beck's corn products is eligible to participate in the Beck 300 Challenge. Any of Beck's corn products may be entered.
- 2) Beck's will provide up to thirty (30) acres of FREE crop health imaging for the Beck 300 Challenge acres. However, if the grower does not submit harvest data to Beck's, Beck's will invoice the grower for the thirty acres of crop health imaging at the regular invoice price. Any additional crop health imaging acres submitted by the grower will be at the grower's expense.
- 3) Each 300 Challenge participant will be eligible to receive a \$210 rebate toward the purchase of one (1) gallon of Headline AMP™. One (1) gallon covers approximately 12.8 acres. Participants will need to verify on the Beck's plot harvest form that Headline AMP™ was used on the 300 Challenge plot. Once harvest data is submitted to Beck's, a \$210 rebate will be issued to the grower. Grower agrees to submit all harvest data to Beck's.
- 4) More than one thirty (30) acre field area may be entered into the challenge. Each thirty (30) acre area must be from a completely separate field.
- 5) Each entry field is to have two (2) Beck's products entered. Only Beck's Hybrids corn products will be considered for the challenge. Additionally, a minimum of a five (5) acre check should be established with each entry. Twenty five (25) acres and five (5) acres of check for a total of at least thirty (30) acres. The check acres should be treated like the rest of your acres. The check will offer an in-field measure to compare with the challenge acres.
- 6) Each interested grower is to complete the attached application and submit it to Beck's Hybrids no later than **April 15, 2011**. One application per field is required.

Planting:

- 1) Grower will choose, at minimum, a thirty (30) acre field area to meet this challenge. This includes at least a five (5) acre check strip within or adjacent to at least twenty five (25) challenge acres. Grower may attempt to break the 300 bushel mark by either splitting the planter with two different Beck's products or planting the two products in blocks.
- 2) Growers may choose any agronomic practice that they wish. This includes, but is not limited to: irrigation, tillage methods, planting depth and populations, row widths, fertilizers, insecticides, fungicides, foliar and seed treatments, etc.
- 3) A Beck's representative will assist in agronomic decisions, as needed.

Harvesting:

- 1) Harvest three (3) strips; each strip is to be separated by at least three (3) combine head widths apart totaling an accumulation of at least ½ acre for each hybrid. The average of the three (3) strips will be used to determine the grower's challenge yield.
- 2) Harvest at least one (1) strip from the check acres and weigh.
- 3) No field borders or end rows will be allowed. A minimum of three (3) passes from the edges of the field are required.
- 4) The harvesting and weighing of the area must be supervised by a Beck's DSM or representative. Scale tickets are acceptable.
- 5) Row length will be measured by a Beck's DSM or representative.
- 6) Yield monitor data will not be accepted.
- 7) The weight of the harvested corn will be corrected to 15.0% moisture. Moisture will be taken the same day as harvesting by the Beck's DSM or representative.
- 8) Harvest data will be recorded on a Beck's plot harvest form, signed by the grower, and submitted to Beck's along with the Agronomic Information for each entry no later than November 18, 2011.
- 9) The final official yield calculations will be computed by Beck's main office. Beck's Marketing Communications Manager or Vice President will make the final decision as to whether a grower has met the Beck 300 Challenge.

Information:

- 1) Information gathered from those growers participating in the Beck 300 Challenge will be summarized and may be published for other growers to review and learn from.