



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.



2011
Beck 300 Challenge
Entry Form (or register online at www.beckshybrids.com)

Name and or Farm Name _____

Address: _____ City: _____ State: _____ Zip: _____

County: _____ Phone: _____ Beck DSM Name: _____

Location of Field: _____
 (i.e. NW corner of CR 450N and 1200E)

GPS Coordinates: _____

Planned Beck's Products to Plant: 1) _____ 2) _____

Include 30 acres of FREE crop health imaging: Yes No If yes, please complete the attached crop health imaging order form.

Include a \$210 rebate toward the purchase of 1 gallon (approximately 12.8 acres) of Headline AMP™: Yes No

Headline AMP is a registered trademark of BASF.

My Beck 300 Plan

	Beck's Recommendations:	My Plan:
Nitrogen/Acre:	250-300# plus using a split application	_____
Population:	36,000 to 42,000	_____
Fungicide:	Yes, if conditions warrant it	_____
Harvest Moisture:	22-25%	_____

Other practices I may want to consider: _____

What are two key factors you are implementing in this plot that you do not currently do in your normal operation?

- 1) _____
 2) _____

What would you normally do? _____

It is understood that the information obtained from this challenge that you are giving your consent to Beck's Superior Hybrids, Inc. (Beck's), to use the information for any reasonable purpose including but not limited to press releases, marketing materials, presentations, and website without acknowledgement and without being entitled to compensation for such use. Additionally, you will be authorizing the use, reproduction, and electronic posting of any and all information taken by Beck's or provided to Beck's in conjunction with this information. You will be acknowledging and agreeing that the ownership of all the information will be retained by Beck's.

Participant Signature: _____ Date: _____

Entry form must be submitted to Beck's Hybrids no later than April 15, 2011.
 Mail to: **Beck's Hybrids 6767E 276th St. Atlanta, IN 46031 800-937-2325**



Beck's Crop Health Imaging 2011



Order Entry and Commitment Form

Beck Representative (Check One):	ATL	DSM	PFR Director	Agronomist
Name:	Preferred Delivery: Website		Email	Paper

Grower Name: _____ Address: _____

City: _____ State: _____ Phone: _____ Customer #: _____

County: _____ Email Address: _____

Field Name: _____ 300 Bu Challenge: Yes No

Acres: _____ Current Crop: _____ Current Growth Stage: _____

Plat Information: Township _____ Section _____ Location _____

File Name of GPS Boundary if sending with this order: _____

Entered into Crop Health Website? Yes No

GPS boundaries are required for image acquisition and need to be electronically sent with this order. If GPS boundaries are not available, each order must include one of the following:

1) A county plat with field properly located and marked along with a copy of the FSA aerial farm map showing digitized boundary of tract

2) Google Earth KML files emailed with order. Please have boundary polygon placed around field location.

Best Management Practices for Successful Crop Health Imaging

<i>Corn:</i>	1 st Image at V7-PreTassel	2 nd Image after pollination and prior to senescence
<i>Soybeans:</i>	1 st Image at R1 (1 st visible flower)	2 nd Image at R4-R5 (early pod fill)

To Place Crop Health Image Order:

- One application form is needed for each field to be imaged
- GPS boundaries should be ArcView Shapefile format, Latitude and Longitude must be supplied in Degree/Decimal format. (Example Latitude 40.222210 Longitude -88.491111)
- Image Request Date** (date you want image taken): _____
- Orders should be sent in one week prior to **Image Request Date**
- Image will be taken in the range of one week prior to one week after the **Image Request Date**. Weather can affect timeliness of image acquisition.
- Entry must be submitted to the Central IL PFR Center by email to crophealth@beckshybrids.com along with GPS boundaries.

All orders will be available to view at <http://crophealth.beckshybrids.com>, emailed, or delivered directly by a Beck's Representative. Crop Health Image data will be collected using a minimum of one meter resolution in a true color, near-infrared, and NDVI format.

It is understood that all Crop Health Imaging information is owned by payee, but consent is given to Beck's Superior Hybrids, Inc. (Beck's) to use the information for any reasonable purpose including but not limited to press releases, marketing materials, presentations, and website without acknowledgement and without being entitled to compensation for use. Additionally, you will be authorizing the use, reproduction, and electronic posting on any and all information by Beck's or provided to Beck's in conjunction with this information.

Signature of Grower _____ Date _____