



since 1935
DOEBLER'S[®]

celebrating **75** years

The 2010 Sales Season marks Doebler's 75th Anniversary as an independent seed producer and marketer. We have come a long way since 1935 and are very proud of our company for its achievements. We want to thank all of our employees, dealers and customers who have given their loyalty, talent and dedication. Without them and their supportive families, Doebler's would not have become the leader it is in the seed industry.

Doebler's market region is unlike any other with its vast diversity of climates, growing environments and cultural practices. In order to meet these challenges, Doebler's developed and continues to maintain what has become one of the largest and most intensive research programs consisting of replicated and strip plots very close to our customers' farms. In other words, we test where our customers grow! This has led to our motto, "Your Regional Advantage"[®].

Recognizing silage producers as a large segment of our hybrid seed corn market, Doebler's developed its Corn Silage Evaluation System and received a U.S. Patent in 2005. Our innovative *Silage Solutions*[™] publication has become a standard for product information.

As an independent seed company, Doebler's continues to face new challenges. One of the biggest is providing customers with an array of seed products whose genetics are tried and true, seed products of the highest quality at an affordable cost with the expectation of consistently high yields.

Throughout our history it has been our aim to see our customers prosper along with us. Although we have had bumps and hurtles along the way, we look forward to a bright future of prosperity. It is with this in mind that we invite you to share in our 75th anniversary celebration.

"Your Regional Advantage"[®]