

# pulseUSA TODAY

## newsletter



*The vision of Pulse USA is to be the most trusted and leading name in the seed industry.*

## Content

**Page 2:** Video Marketing “A New Chapter” by Nash Anderson

**Page 3:** New Offerings “Cover Crops and Forages” by Emily Paul

**Page 4-5:** Prevent Plant “2019 Recap & 2020 Preview” by Austin Fitterer

**Page 6-7:** Cover Crop Mixes “Tried & True”

**Page 8-9:** Women in Ag “Jill Streit” by Renae Larson

**Page 10:** Field Inspection Application Deadlines by State and Crop

**Page 11:** PVP Laws, Regulations and Protected Variety List

**Page 12:** Calendar of Events

**Page 12:** Meatloaf with Lentils Recipe by Renae Larson



# Video Marketing

## A New Chapter

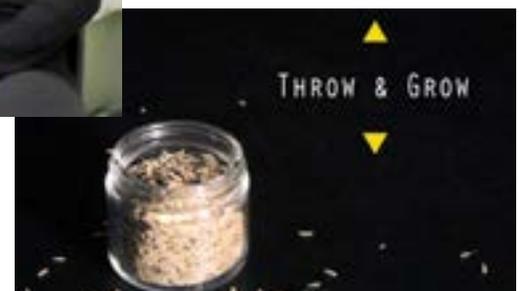
As time rages on, one thing has become brutally apparent. The online presence of a brand or business is a key piece in becoming well known and trusted. Although news articles, pamphlets, and product guides are a good way to distribute information with precision, written word has its limits. That's why we at Pulse USA are proud to announce a whole new chapter of marketing in our ever-growing industry.

Our goal is to show you, the customer, the wonderful personalities and strong ethic we carry at Pulse USA. With consistent and quality video content, we hope to build stronger relationships through the eyes of the viewer. Not only will you be able to learn more about our products through visualizing and engaging with our installments, you will receive a better grasp on just how much our work means to us.

While hard work and integrity are some things we take very seriously at Pulse USA, comic relief and good attitudes are not far behind. Subscribe to our Youtube channel, like our Facebook page, and follow our Instagram and Twitter for installments of our newly improved Video Content. We can't wait to hear from you!

### Nash Anderson Warehouse Foreman

If you are reading our newsletter digitally, click on this YouTube logo to be directed to our channel. Make sure to hit the subscribe button!



# New Offerings

## Cover Crops & Forages

Each year we add new options and varieties to our cover crop and forage seed programs and it sure has been enjoyable. Though at times it can be challenging to wrap our heads around all of the SKUs! From alfalfa to forage peas, we have several new options for our dealers to carry this year. Follow along with me to learn more about the implementation of what we've added and how it's done so far.

### ***New to our alfalfa program is: AFX 455-HVX and AFX 463RR.***

AFX 455-HVX is a HarvXtra® variety with Roundup Ready™ technology. It is bred to produce some of the highest quality alfalfa forage in the industry. It fits the Fall Dormancy class 4 and Winter Hardiness class 2. AFX 455-HVX has high resistance to Anthracnose, Aphanomyces-Race 1, Bacterial wilt, Fusarium wilt and Verticillium wilt. The high resistance score means the 50% or more of plants are resistant.

AFX 463-RR is a Roundup Ready™ alfalfa for use in multiple growing regions which includes areas prone to stem nematode pressure. It fits the Fall Dormancy class 4 and Winter Hardiness class 2. AFX 463-RR has high resistance to Anthracnose, Bacterial wilt, Fusarium wilt, Phytophthora root rot, Verticillium wilt and Stem nematode. The high resistance score means the 50% or more of plants are resistant.

### ***New to our forage pea line up is: Fergie\* and Max\*.***

Fergie\* is a black-eyed forage pea with an

extra-small seed size, approximately 4,000 seeds/pound. Fergie's seed size makes it more economical to plant per acre than others due to it requiring less seed volume per acre. It is aesthetically unique with its black helium. It has a maturity that fits well into full-season cover crop mixes especially ones for grazing purposes. And it also produces a high-quality and high-tonnage forage; we recommend pairing it with our Everleaf® 114 forage oat in the Spring. Uses: cover cropping, forage, wildlife plots.

Max\* is a forage pea that performs exceptionally well when used for forage and grazing systems. It has similar agronomics to its' predecessor, Flex. It has a medium – late maturity making it ideal in full-season cover crop mixes and wildlife plots for extended growth late into the season. We recommend pairing it with our Everleaf® 126 forage oat in the Spring. Uses: cover cropping, forage, wildlife plots.

Amongst these new varietal options, we are also offering different options of previously stocked items. This includes: raw seeded clover options, OMRI coated and OMRI inoculated clover options, daikon radish, spine-less safflower options and BMR forage sorghums. If you would like to learn more about our cover crop and forage options, we invite you to call us or send us a message anytime. Have a blessed Spring,

**Emily Paul**

**Sales & Product Development Director**

\*PVP Pending



[www.pulseusa.com](http://www.pulseusa.com)

# Prevent Plant

## 2019 Recap & 2020 Preview

As we continue planning for the spring of 2020, we reflect back on all the uncertainty the crazy year of 2019 left us. For many of us across the Midwest, we had a wet spring, followed by a wet to moderately wet summer, continued into a very wet fall. These conditions led to a large number of unplanted acres, delays in planting, late harvest, unharvested crops, and much of the production that we managed to harvest, suffered from quality issues. For a lot of producers and others involved in the Ag industry, 2019 was nasty and is something we want to forget about. But the reality is, 2020 presents challenges that we must find ways to overcome. One of those tools in the toolbox is prevent plant.

Last year in North Dakota alone the USDA FSA reported 850,000 estimated acres of prevent plant. With Minnesota reportedly having 1.17 million acres of prevent plant, and South Dakota having close to 3.94 million acres. On December 1, 2019, FSA released an updated crop acreage data report of the year, showing that 19.61 million acres were filed prevented from planting.

With current subsoil moisture levels, unharvested crop, and a fear of a late snow or early rain, producers need to take a serious look into prevent plant and how it can benefit your operation, not only for this year, but for future.

I have talked to a number of producers throughout the Midwest about what they did for prevent plant in 2019, and what they're plans are in 2020 if prevent plant is their best option. Many said they planted the cheapest option they had available to them, or simply left those acres untouched. This type of plan has created a number of issues for the future production of those acres. Weed pressure, soil erosion, compaction issues, and nutrient loss. Producers in prevent plant situations should consider spending a little extra money by putting in cover crops to receive some additional benefits, to help prevent some of those issues.

Cover crops give producers options to absorb some water, create a living root to help prevent erosion, break up soil compaction, increase carbon & increase mycorrhizal fungi

## Preventive Plant Seed Mix for Nitrogen Fixation and Promoting Mycorrhizal Activity



# Prevent Plant

2019 Recap & 2020 Preview



## Preventive Plant Mix on July 28th 2019

activity, have ability to feed and graze, along with numerous other benefits. Those added benefits along with the adding some diversity makes cover crops a great option for prevent plant acres. With all those benefits many producers have even seen a substantial return on investment with these acres.

Producers have numerous options to fit their needs when it comes to potential mixes and species. For someone who is relatively inexperienced, or looking to try different mixes I always recommend a few things. Determine your goals, what are the biggest concerns you have with this field? I usually try to pick two main goals and two secondary goals and approach from there. Keep it simple, having mixes with 8+ species is great for diversity but can become complicated to manage for your next cash crop.

When you are sitting down looking at decisions for next year, I highly encourage producers to look at prevent plant in a different sense this year. Look at it as a way to improve your operation with the condition presented to you. In 2019, the Risk Management Agency changed the date that you could graze, hay, bale, or make silage from November 1 to September 1.

With the current conditions I would not be surprised if we had a similar change in 2020. We at Pulse USA have the ability to do custom blending and mixing, with rates and species you chose. Cover crops will be in high demand this year and supplies on certain species will be limited. I encourage you to reach out to me with questions and concerns with cover crops, prevent plant, different species, pricing and availability, and anything in between. With that being said, I would like to wish everyone a safe and bountiful 2020 year.

**Austin Fitterer**  
**ND Territory Representative**



# Cover Crop Mixes

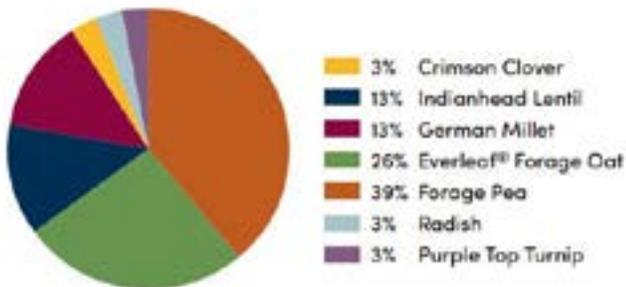
“Tried & True”

## Grazer



Grazer is our most popular blend that is designed as a highly digestible and palatable blend for rotational or continuous grazing. Most species in the blend are cool season so grazing can occur later in the year without the crops turning brown at the first sign of cool, autumn temperatures. It fits

well for planting early in the year and grazing all season or planting later with extended grazing periods into the winter months. It's also a great soil health promoter.



\*Amounts are based on percentage of full seeding rate

**Drilled Seeding Rate** 31.0 lbs/acre

**Planting Depth** ½" – ¾"

**Broadcast Seeding Rate** 38 lbs/acre

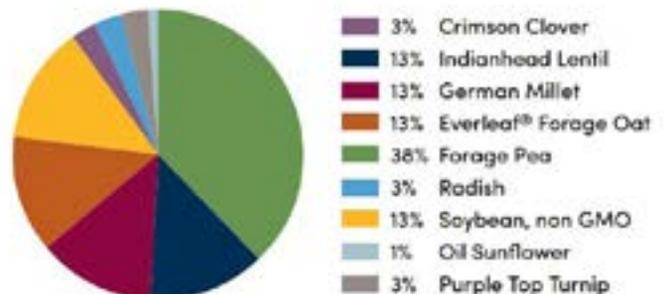
**Planting Date** April to June

*This mix requires inoculant.*

## N-Builder



This mix offers a balance of cool and warm season grasses, broadleaves, legumes, and brassicas. If you're looking for a mixture to help enhance nitrogen and build your overall soil health – this is the blend for you! The N-Builder also offers great forage for your livestock.



\*Amounts are based on percentage of full seeding rate

**Drilled Seeding Rate** 31.3 lbs/acre

**Planting Depth** ¾" – 1"

**Broadcast Seeding Rate** 39 lbs/acre

**Planting Date** May to August

*This mix requires inoculant.*

# Cover Crop Mixes

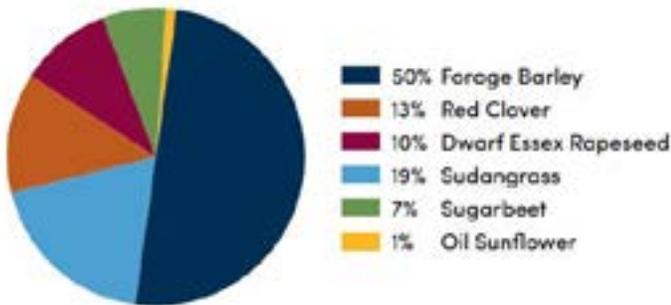
**“Tried & True”**

## Salt Tolerant



Salt Tolerant is our blend for restoring, saline acres to become more productive, less sour ground. The components all have certain levels of tolerance and we recommend it to be planted where EC levels are 8.29 and below. Any areas with greater levels should be planted to a salt tolerant alfalfa or the Saltlander Forage grass mix.

Saltlander Forage grass mix.



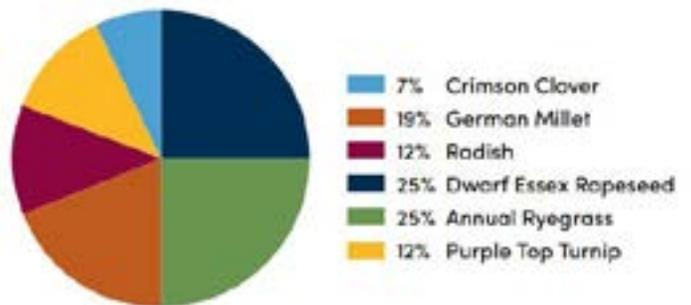
\*Amounts are based on percentage of full seeding rate

Drilled Seeding Rate 15.8 lbs/acre  
 Planting Depth 1/2"  
 Broadcast Seeding Rate 20 lbs/acre  
 Planting Date July to August

## Small Seeded



Small Seeded is our blend with the most similar sized seeds which makes it our easiest one to handle. It's specifically designed for aerial or broadcasting applications to provide quick growth to canopy the soil. It fits well flown into standing corn or soybeans and grows late into the season.



\*Amounts are based on percentage of full seeding rate

Drilled Seeding Rate 8 lbs/acre  
 Planting Depth 1/2"  
 Broadcast Seeding Rate 11 lbs/acre  
 Planting Date July to September

# Women in Ag

**Jill Streit**

Jill Streit was raised in the hospitality business. Her parents owned a supper club in Chester, Montana. Growing up Jill always understood the direct role that the Ag industry had on the local economy. A good year in the field meant a good year for the restaurant her family owned. Unfortunately, when Jill was in high school there were not many good economic years. She met her husband Tyler who was a local farmer just two weeks before she was off to college; Jill joined the National Guard and received a scholarship through the ROTC program at the University of Montana. At the time, she hadn't any plans to be in the Ag industry, but she is very satisfied with her career in Agriculture. Her in-laws have been by her side every step of the way, guiding her to success with open arms and loving intentions.

Jill studied Education and Political Science with the intent of becoming a teacher. She and Tyler married and moved back home to start their family. She wanted something that she could be passionate about, and that opportunity is definitely available in the Ag Industry. She quickly learned that most producers don't have the time to advocate for themselves. Just getting everything done in time for the growing, calving, seeding, harvest, picking, etc. season is a challenge for many producers. In addition, they have to keep up with the ever changing local, state, and federal laws, as well as programs and regulations. Not

to mention they must be experts in finance, marketing, soil health, range management, agronomy, and so on and so forth. Jill couldn't help but feel the growing divide between the Ag sector and the urban sector of our society, has led to a lot of misunderstandings. She continues to advocate for change. She may not have initially seen where she fit into this industry, but she certainly does now. She is an advocate for passion and for the industry.

Jill, as well as I, have always known women to play a critical role in Agriculture. However, the frequency and willingness of women to speak up and take on leadership positions is lacking. Ladies: this industry needs you. It needs all of us. If you feel intimidated because you are the only female in the room, consider all of the time and effort that put you in that position. Consider what it means to be at the forefront of an operation. There is a rhyme and a reason as to why you have excelled in an industry that is predominately male. All gender discussions aside, passion is passion. Speak up and be heard. Jill doesn't feel that it's about gender, but it is instead about showing up and putting your best foot forward. "Learn to speak your mind, but also to listen." - Jill Streit.

Jill and her husband, alongside his parents, operate their families 5th generation farm in North Central Montana. They also have an interest in a joint partnership farm with friends Patrick and Whitney Wicks. In

# Women in Ag

## Jill Streit

2014 Tyler, Patrick, Whitney, and Jill started Stricks Ag, which is a commodities company and pulse processing facility in Chester, Montana. They have since expanded their company by partnering with The Redwood Group - an employee owned diversified commodities firm out of Mission, Kansas. Jill plays an active leadership role at Stricks Ag, and heads their food quality and food safety programs. She has the opportunity to serve the Montana Pulse growers as a member of the Montana Pulse Crops Committee and sit on numerous committees with The USADPLC. She plays an active role in their Local Farm Bureau and has been expanding her knowledge and abilities through leadership programs offered in Montana. She travels both domestically and abroad and also works locally to advocate for the Agriculture Industry.

Jill and her husband have three wonderful children who all have very different personalities, interests, and talents. Their boys, 17 and 11, are both old enough to assist in the fields. They are a great help and they love farming. They are willing to work long hard days, as long as they get some good home cooking and have a radio to listen to. Their daughter is nine and is a spit fire! She is very interested in their operations. She asks the most questions by far, never assuming that she knows how something works, she really breaks down all aspects of her inquiry until she feels like she has a good grasp on the topic. She also really

has an interest in the office side of the business. She says she wants to do what her mom does when she grows up.

In closing, Jill's favorite Super Bowl Commercial was Google's Loretta (tear jerker!). Her favorite Television show is The Marvelous Mrs. Maisel. She loves to travel with her husband and kids; in 2019 they hiked the Inka Trail in Peru to Machu Picchu!

### Rena Larson Manager



# Important Deadlines

## State Field Inspections

### North Dakota State Seed Department

<https://www.nd.gov/seed/forms/FieldInspAppFillable.pdf>

May 1	Grasses Due
June 15	All crops (except buckwheat, millet and soybeans requiring two inspections)
July 15	Buckwheat and millet Due
August 1	Soybeans requiring single inspections Due

### South Dakota Crop Improvement Association

<https://sdda.sd.gov/ag-services/seed/>

May 15	Cool Season Grasses
May 31	Small Grains, Flax and Warm Season Grasses
June 15	Roundup ready soybeans (2 weeks after planting but no later than 6/15)
July 1	Soybeans, Alfalfa and All Other Crops

### Minnesota Crop Improvement Association

<http://www.mncia.org/pages/client-seed-certification>

July 15	Soybeans
	Small seeded grasses and legumes - year of seeding
June 7	All other crops

### Nebraska Crop Improvement Association

<http://www.necrop.org/Services.htm>

May 1	Spring and winter barley, cool and warm season grasses, oats, peas, rye, triticale, vetch, spring and winter wheat
June 10	Corn (all)
July 1	Dry edible beans, millet, sorghum
August 1	Soybeans

### Kansas Crop Improvement Association

<https://www.kscrop.org/inspection-services.html>

March 15	Summer inspected crops
July 15	Fall inspected crops

### Montana Seed Growers Association

<https://mtseedgrowers.org/wp-content/uploads/2019/01/Application-for-Certification-2019.pdf>

May 25	Perennial crops and all pulse crops
June 15	All other crops

### South Carolina Crop Improvement Association

<https://www.clemson.edu/public/regulatory/fert-seed/seed-certification/app-deadline-fees.html>

March 1	Sweet potatoes, rye
April 15	Small grains
July 15th	Peanuts
Sept 1	Soybeans

# Plant Variety Protection

## Laws & Protected List

*Varieties listed below are protected by the Plant Variety Protection Act or have been applied for. The varieties that are listed as “pending” are considered to be protected varieties. These protected varieties must be licensed to you by us at Pulse USA. If any illegal activity is happening in your area, please contact us immediately at 701-530-0734. Your report will remain anonymous.*

### Unauthorized propagation prohibited - PVPA 1994 Title V - U.S. Protected Variety

(Varieties protected with the Title V option can be sold only as a class of certified seed. Certification permits a person in possession of the variety to sell it as a seed product, unless the owner of the variety places specific restrictions on the sale of the variety.)

**Field Peas:** DS-Admiral, Korando, LG Amigo, LG Koda, Majoret, Matrix, Mystique, Nette 2010, SW Midas, Viper

**Lentils:** CDC Maxim CL®

**Wheat:** LCS Albany, LCS Breakaway, LCS Powerplay

### Unauthorized propagation prohibited - PVPA 1994 - U.S. Protected Variety

(Varieties that are not protected with the Title V option, the owner of the variety still has the exclusive right to determine who can produce and market the variety as a seed product. These varieties can only be sold by the owner or with authorization from the owner. The absence of the Title V protection does not mean the seed may be marketed as “common” seed.)

**Field Peas:** Aragorn, CDC Striker, Cruiser, Flex, Ginny, Greenwood, Icicle, K2, SW Arcadia

**Oats:** Everleaf 114, Everleaf 126, Proleaf 234

**Lentils:** Avondale, CDC Imigreen CL®, CDC Impala CL®, CDC Impress CL®, CDC Invincible CL®

**Wheat:** LCS Iguacu, LCS Pro, Prestige, Redstone

### PVP Protections Currently Pending - To be sold by variety name only as a class of certified seed

**Field Peas:** DL Apollo, Durwood, Fergie, Flute, LG Sunrise

**Faba Beans:** CDC Snowdrop



# Calendar of Events

## Winter - Spring

**February** 27-29: MOSES Conference in LaCrosse, WI

**March** 4: NDSU Soil Health Cafe Talk in Wishek, ND; 5: NDSU Soil Health Cafe Talk in New Rockford, ND; 10-11: NDSU Crop & Pest Management in Dickinson, ND; 24: NDSU Soil Health Cafe Talk in Velva, ND

# Meatloaf with Lentils Recipe

**Kitchen of: Renae Larson**

Prefer to watch our cooking tutorial? Follow this link!

[https://www.youtube.com/watch?v=RbM\\_naZy3AM](https://www.youtube.com/watch?v=RbM_naZy3AM)

- Bring 1 cup of Yellow Lentils to a boil in water seasoned with beef bouillon. Set aside.
- Preheat oven to 350 degrees.
- Dice 1 medium onion and sauté in butter 3-5 minutes.
- Add minced garlic (to taste) to the onion. Set aside.
- In mixing bowl combine 2# ground chuck (preferably from 3Be Meats in Bismarck!), 1 egg, 1 cup seasoned bread crumbs, 1 cup whole milk, ½ cup to 1 cup cooked yellow lentils (to taste), 1 tablespoon Worcestershire sauce, 1 teaspoon thyme and salt & pepper to taste.
- Using your hands, mix above mixture well but do not overwork. Shape into a loaf.
- Place into a loaf pan sprayed with cooking spray.
- Bake uncovered 40 minutes.
- In small bowl combine ½ cup ketchup, 1 tablespoon light brown sugar and 1 tablespoon horse radish mustard. Set aside.
- After the 40 minutes of cooking, spread ketchup mixture over meatloaf and bake an additional 30 minutes.

