

Product Information
FFA Sales Contests
To be held on April 23, 2022
For more information please contact Bailey Norwood at bailey.norwood@okstate.edu

We look forward to hosting the 2022 Oklahoma FFA Sales Contest! This document contains an overview of three competitions that will be held and the product of interest.

The contest operates as follows.

- First you will take a written examination. The questions will be obtained from the previous questions used in National FFA competitions, available here <https://ffa.app.box.com/s/a5dkpp2007k9rpaolzvhv5xg6o852d04i/folder/50518217987>. There will only be multiple choice questions.
- The product being hypothetically sold this year is one of seven cover crop mixes.
- Then you will participate in a *team* sales contest. This involves the team first spending twenty minutes in a room with the product documentation (which teams will already have, and are included in this document) and a narrative describing four hypothetical customers (provided only the day of the contest). During this time teams will identify a *strategy* for how they will interact with the consumers. This strategy involves a method for conversing with the customer to identify which of the four hypothetical customers they are and how to convey their recommendation for which of the seven cover crop products are most appropriate for them. The team will then present this strategy to two judges. Some things to consider are ...
 - The judges *are not* a customer. Think of the judges as the leader of the company's sales team, and you are describing to the judges (your boss) how you will interact with the customers. This includes ...
 - How to establish a good relationship with the customer (rapport and common interests).
 - What type of questions to ask in order to determine what the customer needs (i.e., which of the four customer profiles they are) and which type of cover crop cocktail will work best
 - The type of objections the customer may have and how it can be overcome.
 - *Again*, you will not be pretending like you are making a sales call, your team will be describing your sales techniques for when you do make a sales call.
 - See the score card for more information about how scores are calculated.
- After the team contest each team member competes in an *individual* sales contest. Here you will enter a room with a hypothetical customer. In this instance you do want to treat this as an actual sales call. Your job is to implement your strategy for developing a rapport with the customer, determine which of the four hypothetical customers they are, and make your cover crop product recommendation. See the score card for more information about how scores are calculated.

Product Description

About cover crops

Cover crops are planted by landowners for the purpose of “covering” the ground as opposed to providing a crop that will be harvested. When a field is not being used for production purposes it is a good ideal to have certain plants growing in the field. Beneficial cover crops keep out weeds, helping the farmer for when the land will once again be used to produce a harvestable crop. They also return nutrients to the soil, prevent soil erosion, and benefit wildlife, especially pollinators.

You are a salesperson who works for the King’s AgriSeeds company in Pennsylvania. This company and region was chosen because their website (<https://kingsagriseeds.com/>) has excellent information on cover crop seed mixtures.

When a farmer plants a cover crop they usually plant more than one type of plant. This is because different plants have different beneficial properties, and planting multiple types of seeds helps ensure that, regardless of the weather, at least one plant will thrive. Typically, this mixture of different types of plants is referred to as a “cocktail”.

The Product

The product of interest this year is cover crop mixes sold by King’s AgriSeeds. Though this is a Pennsylvania seed company we are using their products because they have excellent online documentation.

- Their main website is <https://kingsagriseeds.com/>
- We will assume all your customers are located in Pennsylvania.
- For information on why and how cover crops are used, see this handbook: https://kingsagriseeds.com/wp-content/uploads/2013/07/ManagingCoverCropsProfitably_0812.pdf
- This contest will concern only the seven cover crop mixes detailed below.

Clean & Green

Seeding Rate: 30-70lb/A
80% Endophyte Free Tall Fescue
20% Annual Ryegrass

This mix is primarily designed for conservation but at the same time can be used for forage. The uses for Clean & Green are many. Clean & Green is composed of 2 durable endophyte free Tall Fescue varieties and Annual Ryegrass to give it quick cover while the tall fescue establishes.

Soil Adaptation:

Adapted variable soils
Wet—good, but will not tolerate standing water
Drought—Very Good
pH range: 6.0 and higher. Tall Fescue will tolerate lower pH

Cutting Management:

Cut leaving a 3-4 inch stubble height.

Stand life:

Endophyte free tall fescue is very long lived from PA and North. Endophyte friendly tall fescue may be an excellent choice for southern states if climate is too severe for endophyte free varieties.

Traffic Tolerance:

Excellent. Tall Fescue has superior traffic tolerance and tolerates manure equipment well.



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INGREDIENTS



At A Glance

Uses:

Dry Hay: Good after ryegrass component dies out
Haylage/Balage: Good
Grazing: Good for winter stockpiling and low maintenance classes of livestock. Palatability is low in the summer months. Do not use for high production livestock.
Conservation: Exercise lots, waterways, filter strips, around farm structures, bank stabilization, infrequent parking areas, ect.

Establishment:

Seeding Rate:
Depending on soil erosion risk 30-70 lb/acre.
Depth: 1/8"-3/8"
Speed: Annual ryegrass establishes rapidly while tall fescue starts a little slow but will be very productive in years 2 and beyond.

Tailored Perennial Mixture

Clover Pollinator mix

A Blend of 7 different clovers, designed to provide constant blooms over the growing season. The consistent blooming will help to draw in beneficial insects and other pollinators. Used in a honey producing setting

This mix contains annual, biennial and perennial clovers, so year 1,2 and 3 will all look different

Formulation:

- 25% White Sweet Clover
- 25% Yellow Blossom Sweet Clover
- 16.7% Medium Red Clover
- 8.3% Ladino Clover
- 8.3% Crimson Clover
- 8.3% Balansa Clover
- 8.3% Dutch White Clover

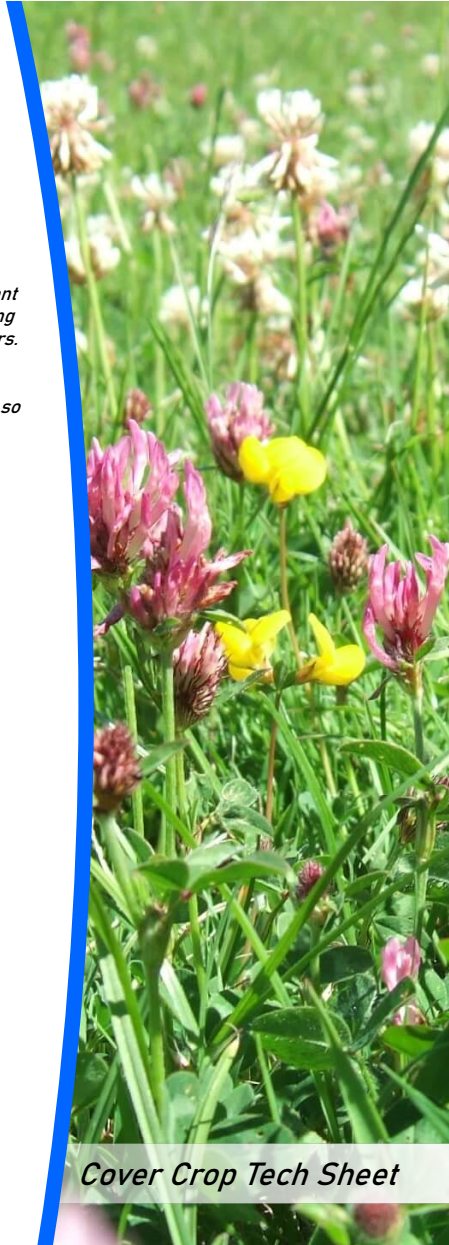
Recommended seeding rate:

5-12 lb/A

Late winter / early spring planting



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Cover Crop Tech Sheet

Companion

Mix

Seeding Rate: 30-70lb/A

60% Dwarf Perennial Ryegrass

20% Creeping Red Fescue

20% Chewings Fescue

Companion is a low maintenance grass cover crop that was specifically formulated for use in orchards, vineyards and Christmas tree plantations. It establishes rapidly, but grows low and slow, requiring only 1-3 mowings per year, depending on location. It has been grown on thousands of acres and has proven vigorously competitive with perennial weeds like Canada thistle, dandelions and field bindweed, as well as annual weeds. It withstands heavy vehicle and foot traffic and recovers quickly from injury. Companion requires a minimal amount of moisture.

Growth Habit: Bunch with rhizomes

Establishment Rate: Fast(7-14 days)

Mowing Frequency: 1-3x/year

Traffic Tolerance: Excellent

Thatch Production: Med-High

Nitrogen Required: Low

Shade Tolerance: Excellent

Cold Tolerance: Very good

Drought Tolerance: Good

Salinity Tolerance: Excellent



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INGREDIENTS



At A Glance

Key Features

- Widely adaptable
- Wear tolerant
- Shade tolerant
- Slow growing and low maintenance
- Quick establishment.

Best Uses

Conservation, long-term cover in orchards, vineyards, and between vegetable rows.

Establishment:

Seeding Rate: 50 lb/acre.
Depth: 1/8" - 3/8"
Speed: fast establishment

Tailored Perennial Mixture

Ray's Crazy Fall Mix

Diverse annual cover crop mix to be seeded in late summer that can double as high energy forage. For forage most of yield will be fall productions.

This is a versatile cool season mix made up of grasses, legumes, and brassicas that can be used a short-term cover crop, a soil-building transition crop to renovate depleted soils, a grazing mix, and a wildlife food plot. It also contains several blooming species that, if left to grow and flower, will attract beneficial species. The mix is beneficial for both no-till and conventional-till soils and consists of all Non-GMO seeds.

Grasses:

Oats are very fast starting and will give survival until about 20 degrees. Triticale and annual ryegrass will typically survive the winter to give a good spring cover.

Legumes:

Winter peas, hairy vetch and crimson clover typically survive the winter and fix nitrogen. N production will be maximized if the hairy vetch and clover are left to grow to bloom in the spring.

Forbes:

Daikon radish like oats are very fast starting and will survive until about 20 degrees. Turnip can survive colder temperature and quite often over winter.

Note:

Ray's Crazy Fall Mix as a cover crop and forage improves soil health however, as with most crops it must be terminated to prevent self seeding. If the seeding occurs, the crop maybe a weed for future crops.

At A Glance:

Product Formula (by weight)

- ◊ Winter Pea- 23.8%
- ◊ Oats- 20%
- ◊ Triticale- 20%
- ◊ Hairy Vetch- 12.6%
- ◊ Crimson Clover- 10%
- ◊ Annual Ryegrass- 7.6%
- ◊ Daikon Radish- 3.4%
- ◊ Turnips- 2.6%

Great for Food Plots!

Establishment:

Seeding Rate: 40-60lbs/Acre, for cover crop

60lbs/Acre for forage

Seeding Depth: 1/2" -1"

Seeding Dates: Late Summer

- ◊ Possible Grazing dates (depending on weather and growing conditions): Late fall, late spring



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Forage Tech Sheet

Ray's Crazy Spring Mix

A diverse, 8 species mix of small grains, legumes and brassicas. This mix is designed with rapid growth and soil health in mind. This mix can be used as a short term cover crop, a soil-building transition crop to renovate depleted soils, and a grazing mix.

Cover Crop Only:

Plant at reduced seeding rate noted below. The longer the mix is allowed to grow, the more biomass and nitrogen the mix will be able to produce. Mix should be terminated prior to seed set, approximately end of May to early June.

Grazing:

Similar management to other spring annual mixes.
Single Graze: Allow to grow until oats reach boot stage
Multiple Grazes: graze before oats reach 10 inches in height to ensure regrowth of the small grains. Peas and Berseem Clover will likely not regrow. 2 or 3 grazing's may be taken in this manner. Regrowth will be limited if small grains are allowed to grow too big.

One Cut Forage:

A single cutting of forage can be taken for baleage. Take this cutting when the oats are in boot stage for best quality. Brassicas will slow the drying of this mix.

Soil Benefits by component :

Peas—Improve Soil Nitrogen

Clovers— Improve Soil Nitrogen, Attract beneficial insects and pollinators

Small Grains—Build Soil Organic Matter, Scavenge Nitrogen, Loosen Compacted Subsoil, Suppress Weeds

Brassicas—Scavenge Nitrogen, Sulfur and Calcium



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At A Glance:

- ◊ Quick spring nitrogen producer for summer planted crops
- ◊ Recycles nutrients in spring as soils warm up
- ◊ Great soil building properties
- ◊ Contains blooming species that will attract beneficial insects
- ◊ Works great for wildlife food plots.

Formulation:

33%	4010 Peas
21%	Spring Oats
21%	Spring Triticale
13%	Spring Barley
8%	Crimson Clover
2%	Berseem Clover
1%	Turnips
1%	Barsica Rape

Best Use:

Managed Grazing, Soil improvement,
Baleage

Establishment:

Seeding rate: 120 lbs/A— forage

60-80lbs/A—cover crop

Seeding Depth: 1/2" - 3/4"

*Cover Crop /Forage
Tech Sheet*

Ray's Crazy Summer Mix

This versatile mix is a made up diverse variety of stress tolerant, high quality summer annuals. The high digestibility of this mix is a great for grazing lactating animals or grass finished beef.

It is also excellent as a short term cover crop, a soil building transition crop, a smother crop, a grazing mix and for wildlife plots. This mix is beneficial for both no-til /conventional till management.

Grazing:

Because of extreme quality and the complexity of this mix, graze this crop after it reaches around 4ft and or before the grasses heads out. If planning for additional grazing, leave 6 inches of stubble to ensure regrowth. Successive strips can be planted for long season grazing. The more mature the plants are the lower the quality, but the better the soil building effect. If allowed to grow beyond peak quality, use for beef or dry cattle.

Cover Crop Only:

For quick rotation turnaround during the summer, grown between spring harvested and late summer planted crops, use 40-50lbs seeding rate. Use lower seeding rate if the crop will be left to grow as a longer-maturing cover crop.

Break/Smother Crop:

Terminate existing perennial stand, then seed heavily, grow and graze or terminate the mix in late summer and seed following crop.

Soil Benefits by Component:

Cowpeas-Improve Soil Nitrogen
Sorghum sudan/Sudangrass/Millet- Build Soil Organic Matter, Scavenge Nitrogen, Loosen Compacted Subsoil, Suppress Weeds

Brassicas- Scavenge Nitrogen, Sulfur and Calcium
Sunflower- Strong Taproot, Weed Suppression, Attract Pollinators.

Caution: Daikon radish planted in late spring have potential to reseed. Mow prior to seed formation. T-Raptor has potential to

At A Glance:

- ◊ High Quality Grazing Mixture
- ◊ Multi-function mixture
- ◊ Great soil building properties
- ◊ Contains blooming species that will attract beneficial insects

Product Formula (by weight)

Cowpeas 62%
Leafy T Millet 7.5%
Daikon Radish 8%
King's 200 Sudangrass 6%
BMR Sorghum Sudan 6%
Peredovik Sunflower 6%
BMR Sorghum Sudan 4%
T-Raptor Hybrid Brassica 3%

Best Use:

Managed Grazing, Soil Improvement, Fermented Forages, Great for Wildlife Food Plots.

Establishment:

Seeding Rate: 50-60lbs/Acre for forage
40-60lbs/Acre for cover crop

Large Seed Box Required

Seeding Depth: 1/4"-3/4"

Seeding Dates: Late summer/early fall

Soil Temperature: 60 Degrees and rising

NOTE:

For nitrogen fixation, be sure to inoculate with peanut inoculant.



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*Cover Crop/Forage
Tech Sheet*



Terralife® - MaizePro DT

Balanced, partly winterhardy cover crop for intensive maize crop rotations

- Leaves optimal soil structure
- Supports deep roots
- Very good nitrogen exploitation

MaizePro DT is the ideal mix for corn crop rotations: It selectively supports the formation of mycorrhiza in a corn rotation, and as a result improves the soil structure. The soils become more water stable, have an improved bearing capacity and are easier to work. The intensive root penetration properties of the components create new root channels, which help the corn particularly during periods of drought. The hardy components guarantee highly efficient erosion protection right into spring. After a successful cover crop, the soil only requires working to a depth of the soil horizon receiving the corn seed. In this way, the capillarity is maintained, ensuring water availability for germination.

Note: In soils without a pea or vetch history, a pea vetch inoculant is recommended. The clovers in this mix are preinoculated.

Terralife®-MaizePro DT

Preservation of nutrients +++

Nitrogen fixation +++

Penetration of compacted soils ++

Suitable for late sowing ++

Suitable for cold sites ++

Suitable for warm, dry sites +++

Included species	
Winter rye	
Winter vetch	
Field pea	
Sorghum	
Crimson clover	
Linseed	
Alsike clover	
Persian clover	
Sunflower	
Tillage radish	
Sowing rate: 35-40 lbs/ac	
Crop rotations: Corn and other cereals	
Planting date: Similar to alfalfa late summer guidelines of your area	
Seeding depth: 1/2" to max. 1"	



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