

RAISE

Ideas for Producers Raising a NON-GMO Crop



TRENDSSETTERS

by Tiffany Frash, General Manager

A few months ago, I read an article predicting Non-GMO farming will be the next big trend in global ag. The headline caused me to pause for more than one reason.

As the leader of Spectrum Non-GMO, I hardly look at Non-GMO farming as a trend. I've lived through some pretty ridiculous trends: pet rocks, mood rings, and big hair come to mind. But it has never occurred to me to put Non-GMO farming in the same category. After all, trendy fads tend to come and go, if we are so lucky.

When I look at Spectrum's family of growers, I see a group of business owners making a distinct choice to manage their farms in a very specific manner. Our customers, often multi-generational, do not appear to be chasing a fad.

The article suggested Non-GMO farming would trend in large part due to growing demand for healthier food, in other words, Non-GMO vs GMO. This is a narrative that those of us working within the Non-GMO space know all too well. And while protecting, even enhancing, the overall health of humans is paramount, there's a piece of the story being overlooked.

At Spectrum, we see Non-GMO production as an essential element of a much larger strategy. A majority of our customers, regardless of farm size and location,

are practicing some form of regenerative agriculture. Our growers reduce or skip tillage. Soil is covered year-round, thanks to residue and cover crops. Robust nutrient banks are nurtured, reducing fertilizer needs. Crops are produced without unnecessary inputs. Each and every growing season, Spectrum growers strive to restore the health of the land they farm, resulting in thriving crops that ultimately support a healthy food system.

Perhaps the necessary trend for global agriculture is regenerative ag practices. For example, enter "carbon credits" in your web browser and you'll find over 100 million references. Farmers not currently practicing reduced tillage or planting cover crops can potentially qualify for carbon credits in exchange for implementing regenerative ag practices. If this indeed becomes a global trend in agriculture, I'd like to think Spectrum's Non-GMO family of growers were truly at the forefront.

SHARE YOUR STORY!

Tell me why you **RAISE** Non-GMO and I might feature you in our next issue! Those featured will receive a special gift, too! Email your story to: tiffany.frash@spectrumseed.com

OUR TOP PLANTING STRATEGIES

#1 ADD 866.400.9468 to your phone. Call this number when you need on-the-go advice in the field!

#2 CHECK soil conditions. With rising costs of inputs and fuel, we want soil to be consistently hitting the 50 degree mark on the thermometer.

#3 SLOW down the planter once you get rolling. We like four to five miles per hour for ideal seed placement. If you're using speed technology, make sure to check placement after a few passes.

#4 DROP at the ideal depth. For corn, we prefer a final depth of 2" to 2.5" in warmer, dry soils and 1.5" in colder soils. For beans, we like 1" to 1.25". If moisture is readily available at a depth less than 1", consider adjusting.

To reach the Spectrum team, call 866.400.9468
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