



Fertile fields. Higher yields.  
**Plan on KingFisher.**



*Farm values run deep.*



# KingFisher:

## Tradition and Technology

Byron Seeds' premium KingFisher® forage products were developed through generations of family farm experience. We believe that producing the highest-quality forage products starts with selecting the best seed, followed by a careful blend of tradition and technology.

Our focus on fundamentals is gaining interest because at the same time technology advances, farming also is becoming more demanding. Farmers are rediscovering that traditional agronomic methods increase modern farming success.

Blending tradition with technology makes us a different kind of seed company. Our founder is an organic farmer who lives his vision of growing the healthiest food possible through safe and natural farming practices.

KingFisher sells forage seed and teaches sustainable practices to help farmers improve overall results over time, in addition to boosting profit potential today.

### KingFisher is:

- ◇ A distributor of premium forage products with more than 300 Midwestern dealers.
- ◇ Supported by a highly experienced team of livestock productivity specialists.
- ◇ Recognized for our top-performing forage line.
- ◇ People-focused, not sales-focused.
- ◇ Pro-technology, but without the need for licensing agreements. When people buy our seed, they own it.
- ◇ Transitioning to a new business approach, because like our customers, we must keep pace with marketplace needs.





## Our Purpose

Our purpose will never change: Supporting customer success through practices that preserve the farm and the environment for future generations. We do that by:



- ◆ Improving results through time-tested farm management practices that are complementary with today's technology.
- ◆ Producing better pasture by using our extensive research to find special forage varieties that we plant on our own farms, not just sell to others.
- ◆ Raising highly nutritious feed, starting with high-quality forage seed.
- ◆ Practicing crop diversity, cover crops, double-cropping and rotations that improve soil, help control pests, preserve soil moisture and keep nutrients in place — decreasing input costs while increasing long-term success.
- ◆ Bringing tradition and technology together in ways that increase components and milk yield.

KingFisher is a **total forage solution provider** that develops formulas tailored to individual farmer needs.

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## KingFisher Overview

KingFisher leverages our reputation, our people, and our products to provide **quality service** and **lasting results**:

- ◆ **Research** — From our base in the United States Heartland, we search worldwide for the best forage seed. We evaluate many product options, develop the top-performers, and sell only the varieties which we would use on our own farms.
- ◆ **Quality** — KingFisher alfalfas, clovers, grasses and select mixed forages are widely recognized for consistent high quality. Every year farmers win top honors with KingFisher brands at the prestigious World Dairy Expo Forage Analysis Super Bowl. These championship KingFisher forages are expanding to include high-quality grass blends.
- ◆ **Dealer Support** — We support our dealers to help them develop personal customer recommendations not only for selecting seed, but also to apply sustainable practices that deliver results today, while supporting success over time.
- ◆ **Customers** — KingFisher doesn't see customers as demographics or markets, we do business with people. We don't merely sell, we share what we've learned the hard way on our own farms, and ideas we've learned from customers. We partner with livestock and dairy operators to develop forage production plans tailored to their personal needs — and our shared values.

Whenever anyone thinks about sustainable, healthy farming, we want them to **think of KingFisher**.

## Our Products

We search worldwide for varieties that yield and give us improved quality and yield. And we test. Then we test again. Because season to season, results are what matter. So, if we're giving our customers a plan, or suggesting a change, or even scheduling a meeting, they'll know they can count on KingFisher.

### Our Product Line Includes:

**KingFisher Alfalfas** — Our premium line produces award-winning yields of high quality forages that have garnered many honors and championships in the rigorous and unbiased World Dairy Expo Forage Analysis Superbowl.

**KingFisher Seed Blends** — Combinations of premium forage varieties designed to yield across a wide range of growing conditions and geographies.

**KingFisher Grasses** — A wide selection of species and varieties from around the world, chosen for their performance as building blocks in high yield and high quality forage production programs.





# KingFisher

and customers share values

The story of KingFisher is like the story of the farmers we serve. KingFisher and our customers share common values.

## Honesty

We keep our word, we tell the truth, and if we don't know the answer, we'll find it.

## Confidence

Experience, educating ourselves and improving on what works serve us well. When it comes to providing the highest quality seed, building healthy soil and, we know we can deliver better than just about anybody.

## Responsibility

We view our time as stewards of the earth as a responsibility for giving the land to the next generation in better shape than we found it.

## Collaboration

We farm together with the customers we serve. This "partnership" makes relationships mutually valued in every way — engineering specific and sound solutions that work, and building generations of business relationships along the way.

## Resourcefulness

KingFisher performance lives through our network of more than 300 carefully selected dealerships. Our dealers share our values. Our family of dealerships does business like we do: Finding forage solutions uniquely customized to the needs of each farm, each soil type, and each herd.

## Resilience

All farmers encounter many obstacles and challenges. KingFisher customers benefit from generations of collective knowledge about overcoming challenges that stand between people and their forage production goals.







KingFisher brings tradition together with technology, to ensure that the best of what is good for families, farms, livestock and the land carries on.

KingFisher® is a registered trademark of Byron Seeds, LLC.