

1960

## EC60-129 S-t-r-e-t-c-h your Seed Dollar

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BUYING

PLANTING

SELLING

Grass or other seeds on a  
PURE LIVE SEED (PLS) basis  
has advantages for all

### THE FARMER WHO BUYS AND PLANTS



- \* Gets the most for his seed dollar.
- \* Gets seed of the variety he wants.
- \* Pays only for the seed that will grow.
- \* Gets better stands.
- \* Buys and handles less bulk.

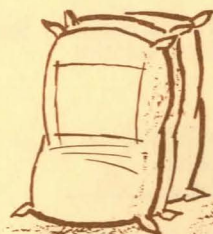


### THE DEALER WHO BUYS AND SELLS

- \* Can give the farmer the most for his seed dollar by pricing seed on the basis of its quality.
- \* Can offer seed of uniformly high quality.
- \* Buys and handles less bulk.
- \* Has more satisfied customers.

When buying

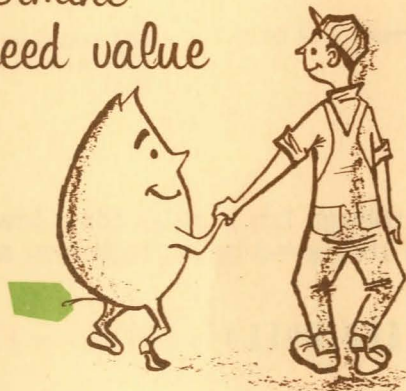
SEED



Read the tag



determine  
seed value



AGRI  
S  
OS  
E7  
#60-129  
C1

EC 60-129

# S-T-R-E-T-C-H your Seed Dollar



COLLEGE OF AGRICULTURE  
LIBRARY

Buy

GRASS AND LEGUME SEED

ON THE BASIS OF ITS

PURE LIVE SEED (PLS)

CONTENT

Sell

Plant

Extension Service  
University of Nebraska  
College of Agriculture  
and U. S. Department of  
Agriculture Cooperating  
W. V. Lambert, Director  
E. W. Janike, Assoc. Director



# When You Buy Seed, Read the Tag, Then Determine Seed Value



**PURITY X  
GERMINATION  
EQUALS  
% OF PURE LIVE SEED**

## THE SEED TAG TELLS THE TALE

Seed lots vary widely in quality and price. Some lots of seed contain inert material, undesirable mixtures and seeds that will not grow.

Only live seeds of the desired crop are of value. The percentage of live seeds in a seed lot indicates its PLS (pure live seed) content.

Seed, if properly labeled, will have information attached to show the purity, germination, weed seeds, hard seeds, other crop seed and inert matter.

Thus, the seed tag is your key to the "best seed buy."

## READ THE SEED TAG

Certified seeds are field inspected and laboratory tested to meet standards which insure varietal purity, high "pls" and a real measure of seed quality.

"Pure live seed" content is used in determining seed values by comparing purity and germination in relation to price. Compare seed lots "A" and "B" below. You can find out the real cost of these seed lots by multiplying the purity by the germination and dividing the result into the seed price which is quoted. Here is the formula:

$\frac{\text{Asking Price for Seed}}{\text{Purity} \times \text{Germination}} = \text{Real Price Per Pound, Bushel or Hundred Weight of Pure Live Seed}$

## WHICH IS THE BETTER BUY?

**LOT A**  
PURITY 99%  
GERMINATION 95%  
PRICE  
\$35 PER CWT.



**LOT B**  
PURITY 90%  
GERMINATION 60%  
PRICE  
\$25 PER CWT.

### Step 1

$$\frac{\$35 \text{ (Price)}}{99\% \text{ (Purity)} \times 95\% \text{ (Germination)}} = \text{Real Cost of Pure Live Seed (PLS)}$$

### Step 2

$$99\% \text{ (Purity)} \times 95\% \text{ (Germination)} = 94 \text{ lbs. Pure Live Seed (PLS) in Each 100 lbs. Material}$$

### Step 3

$$\frac{\$35 \text{ (Price)}}{94 \text{ (PLS)}} = \$37 \text{ Real Cost for Each 100 lbs. Pure Live Seed (PLS)}$$

### Step 1

$$\frac{\$25 \text{ (Price)}}{90\% \text{ (Purity)} \times 60\% \text{ (Germination)}} = \text{Real Cost of Pure Live Seed (PLS)}$$

### Step 2

$$90\% \text{ (Purity)} \times 60\% \text{ (Germination)} = 54 \text{ lbs. Pure Live Seed (PLS) in Each 100 lbs. Material}$$

### Step 3

$$\frac{\$25 \text{ (Price)}}{54 \text{ (PLS)}} = \$55 \text{ Real Cost for Each 100 lbs. Pure Live Seed (PLS)}$$

Even though Lot B sells for a lower price per pound, you are actually paying more on a pure live seed basis than you are for Lot A.

**GOOD SEED DOESN'T COST-- IT PAYS**

**LOW QUALITY SEED IS NO BARGAIN**