1960

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

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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

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

Buy GRASS AND LEGUME SEED ON THE BASIS OF ITS PURE LIVE SEED (PLS) CONTENT

Sell

Plant

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

"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:

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

\[
\text{WHICH IS THE BETTER BUY?}
\]

**LOT A**

**PURITY** 99%

**GERMINATION** 95%

**PRICE**

$35 PER CWT.

\[
\text{Step 1: } \frac{35 \text{ (Price)}}{99\% \text{ (Purity)} \times 95\% \text{ (Germination)}} = \text{Real Cost of Pure Live Seed (PLS)}
\]

\[
\text{Step 2: } 99\% \text{ (Purity)} \times 95\% \text{ (Germination)} = 94 \text{ lbs. Pure Live Seed (PLS) in Each 100 lbs. Material}
\]

\[
\text{Step 3: } \frac{35 \text{ (Price)}}{94 \text{ (PLS)}} = \text{$37 \text{ Real Cost for Each 100 lbs. Pure Live Seed (PLS)}}
\]

**LOT B**

**PURITY** 90%

**GERMINATION** 60%

**PRICE**

$25 PER CWT.

\[
\text{Step 1: } \frac{25 \text{ (Price)}}{90\% \text{ (Purity)} \times 60\% \text{ (Germination)}} = \text{Real Cost of Pure Live Seed (PLS)}
\]

\[
\text{Step 2: } 90\% \text{ (Purity)} \times 60\% \text{ (Germination)} = 54 \text{ lbs. Pure Live Seed (PLS) in Each 100 lbs. Material}
\]

\[
\text{Step 3: } \frac{25 \text{ (Price)}}{54 \text{ (PLS)}} = \text{$55 \text{ Real Cost for Each 100 lbs. Pure Live Seed (PLS)}}
\]

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**