

FARMERS

“ If it produces in the end, that’s the seed you want to use. And once you get comfortable, it’s harder to leave what you trust. ”

THE HOCKIN FAMILY

5TH GENERATION

DEKALB® MARKET DEVELOPMENT COOPERATOR* IN NEEPAWA, MB

His day includes research, strategic planning, market analysis, genetics, chemistry, and lots of hard work. When Michael chooses to grow canola and soybeans, he chooses DEKALB® brand seed.

Visit DEKALB.CA for more info or call 1-84-GO-DEKALB



*Farmers who conduct DEKALB® Market Development trials are provided with seed at no charge.
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DEKALB® AGRONOMIST LIZ SIMPSON TAKES THE TIME TO ANSWER QUESTIONS ABOUT SOYBEANS FROM EMILY AND NICKLAS HOCKIN.

INTRODUCING THE HOCKIN FAMILY

Farming for Michael Hockin has always been a family affair. Following the footsteps of his grandparents, Ken and Norma, and parents, Allan and Carol, Michael and his whole family are involved in making this farm just outside Neepawa, Manitoba function. Not many people can say that they are close with their 4th and 5th cousins, but Michael and his wife, Cindy, can. “I just love what it does for the family and the opportunity it gives Mike to be with the kids,” says Cindy, who helps by keeping the books and running meals, all while working a fulltime job in town. Neither Michael nor Cindy anticipated living a farmer’s life, but these high school sweethearts make it work, and it helps when Cindy’s parents, Dale and Diana, live just down the road. But regardless of all the help, when the days get long and he missed saying goodnight to his kids, Michael still makes time to whisper “Dad loves you” to his daughter, Emily, and son, Nicklas, when they are sleeping.

As a fifth-generation farmer, Michael comes from a long line of innovators. His grandfather, Ken, is believed to be one of the first farmers to grow canola in the area in the 1970’s and growing up Michael watched his father, Allan, and Uncle Barry bring in new innovations by implementing no-till practices and using air seeders in the 1990’s. After working off the farm, Michael returned and contributed by sharing his expertise and experience in farm equipment repair and precision farming.

Michael has grown DEKALB® canola since 2002. When asked why he hasn’t switched brands over the years, he explains: “if it produces in the end, that’s the seed you want to use. And once you get comfortable, it’s harder to leave what you trust.” Starting way back with 34-55 RR canola, Michael got a feel for DEKALB® products and today he is growing 74-44 BL and 75-65 RR canola hybrids. Growing 75-65 RR canola gives Mike the opportunity to straight cut. After dabbling with straight cutting canola in the past, Michael plans to straight cut half his total canola acres this year. The excellent pod integrity of 75-65 RR canola gives Michael some peace of mind, knowing he doesn’t have to worry about harvest loss due to shattering.

In his efforts to keep innovating on his farm, Michael decided to try incorporating soybeans into the mix in 2015. He was embarking on uncharted territory, being one of the first to grow soybeans in his crop insurance trial area. Michael’s family watched with interest while he grew an eight-acre block of DEKALB® 23-60RY variety within the trial quarter section. “That’s my bean!” Michael says with pride, impressed that 23-60RY soybeans performed well in the quarter section that had a 50-bushel average. With each new year came a new soybean experiment and Michael continued to try new varieties. This year, Michael decided to grow one of the newest DEKALB® genetics, DKB003-29 soybeans. He chose this variety after it performed well in a trial on his farm during the dry 2017 season.

DKB003-29 soybeans contain Roundup Ready 2 Xtend® technology, allowing farmers like Michael to use dicamba as a second mode of action for weed control, in addition to glyphosate. Michael decided to give it a try after he sat down with local DEKALB® Agronomist Liz Simpson, who explained the key recommendations to be successful with the Roundup Ready 2 Xtend® Crop system. By following the steps, Michael has experienced excellent weed control in his fields and appreciates the results the system offers.

In addition to his own trials, Michael participates in DEKALB® Market Development trials. He likes the chance to work with Liz to see how the newest products perform on his land in his local conditions. The partnership with Liz is one of mutual respect; she enjoys working with the Hockin family and admires their willingness to try new things. “Michael appreciates the science and technology used to help make decisions,” Liz explains.

The Hockin children are getting more involved in the farm every year. During a lively search for the elusive “5 bean” pod in the soybean crop, Nicklas yells “Mom, you stepped on a bean!” One casualty may not have much effect on the total yield, but it’s heartening to see the younger generation care so much for the success of the farm. Nicklas’ concern, paired with Emily’s comfort in knowing that what’s produced on her farm will help feed so many people, gives us great confidence that this farm will continue to innovate in the hands of the 6th generation of Hockin farmers.

We thank the Hockin family for choosing DEKALB® brand seed for their farm and wish them a safe and successful harvest this year and for many years to come. Check out the results of Michael Hockin’s soybean trial and other farmer-managed Market Development trials on DEKALB.ca this fall.



FINISHING CLEAN

NEW DEKALB® soybean varieties are locally bred and tested in Western Canada and were developed through the DEKALB® Breeding Program. With a range of maturities, the DEKALB® Roundup Ready 2 Xtend® soybean lineup can offer you new tools for your rotation and help you **finish clean this harvest.**

To learn more about the NEW DEKALB® soybean varieties, contact your local DEKALB® brand representative or visit DEKALB.ca.

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