

Mustang Seeds

South Dakota seed company provides variety of choices to customers



Mustang Seeds is expanding its corporate office alongside its processing plant and warehouse in Madison, SD. (Mustang Seeds photo)

Madison, SD • 605-256-6529
www.mustangseeds.com

Key Personnel

- Terry Schultz, president
- Dale Nelson, row crop product manager
- Chris Lee, forage and cover crop product manager

Company Profile

- Family-owned independent company.
- Offers ag producers row crop trait and technology choices along with non-GMO options.
- Has been a leader in cover crop seed for over 50 years.
- Over 200 dealers in South Dakota, Iowa, Nebraska, Minnesota, and North Dakota.
- Established 1963.

President Terry Schultz says Mustang Seeds wants to enable its customers to make the best choices possible.



The company has been selling seeds in South Dakota and surrounding areas for 54 years. It offers a range of seed products, including corn, soybean, alfalfa, pasture grasses, oats, native grasses, cover crops, and sorghum.

“Seed is the most important choice a grower makes,” says Schultz, whose father, Ray, developed the Mustang Seeds brand in 1963. Ray started by offering grass seed, alfalfa, and cereal grains before adding corn and soybeans in 1970s, when those crops became more adapted for growing in the West.

Ray died on April 6 after staying involved with the company until his health no longer allowed.

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Providing Bulk Seed

Mustang Seeds provides both delivery and pickup as part of its bulk service. Schultz says the approach is part of meeting the requests of customers.

Farmers in Mustang’s marketing area in South Dakota, Iowa, Nebraska, Minnesota, and North Dakota are planting more acres, which Schultz says requires larger quantities of seed.



The Mustang Seeds sales team is pictured in November 2016 in an aerial seeded cover crop field about 10 miles from Madison, SD. The company started in 1963 by offering grass seed, alfalfa, and cereal grains before adding corn and soybeans in the 1970s. (Mustang Seeds photos)

Having the space to store boxes has become burdensome, he says, so the bulk option can be desirable.

“Our plant is designed for it,” says Schultz, who joined the company in 1993. “We’re used to handling bulk. We’re set up to deliver that to the customer.”

The company has its own transportation network, which allows it to control the delivery of its products. Schultz says they can ensure the purity and quality of the product along with making sure the equipment is clean and not getting variety contamination.

Adding Seed Treatment

Starting in 2012, Mustang Seeds has been adding new seed treatment facilities.

Schultz says it now has the latest seed treatment technology installed at its Madison, SD; Casselton, ND; Northville, SD; and Beardsley, MN plants.

The Bayer On Demand system can be used to treat soybeans, corn, and sorghum, Schultz says.

He says chemical application is monitored remotely with a cell phone signal, notifying the applicator if the rate is off.

The applicator can then apply the ex-

act amount, which Schultz adds makes it one of the most accurate systems currently available.

“It gives the customer reassurance,” Schultz says. “It’s the right thing for the customer and the environment. That’s what we’re doing.”

Schultz says the seed fluency agent that is applied to its products has eliminated talc and graphite and, in turn, dramatically lowered dust-off issues. He says they want to reduce dust-off as much as possible, noting that bee health is a top concern for producers. ▶



Mustang uses Bayer’s On Demand seed treatment system at its Madison, SD; Casselton, ND; Northville, SD; and Beardsley, MN plants. The systems were installed starting in 2012.



Left, Mustang Seeds grows both seed soybeans and seed corn that can be delivered in bulk in an effort to meet customer demand. Right, the Mustang chuck wagon is used to help feed those attending various events, including field days. (Mustang Seeds photos)

Growing Cover Crops

While the demand for cover crops has increased in recent years, Schultz says Mustang Seeds has been growing and selling cereal rye and oats for over 50 years.

He says the company has seen the benefits of growing crops such as brassicas, turnips, radishes, and rapeseeds.

Schultz says the demand for cover crops in the company's geography is high with such benefits as soil stabilization and grazing.

The challenge, he says, for growers is increasing as cover crop acreage across the country is projected to go up from 10 million to 100 million acres.

The company will need to continue increasing its capacity to meet the demand, Schultz says.

The demand for cover crops is increasing as Schultz says the market for row crops is also on the rise.

"We're seeing an increase in our corn and soybean business," Schultz says.

He notes recent updates at the Madison plant include the installation of a Maxi-Cap 4800 gravity separator from Oliver Manufacturing, Rocky Ford, CO (719-254-7863).

Schultz says the new gravity table, which was installed this summer, gives Mustang up-to-date cleaning capabili-

ties and just about doubles its conditioning capacity.

The equipment will be used to condition soybeans and cereal rye, he says, with a separate deck for each crop.

Adding a climate-controlled warehouse at its Madison plant, along with increased blending capabilities, is among the changes Schultz says are taking place.

Selling Crop Insurance

Further adding to Mustang Seeds' commitment to customer service is the establishment in June of its own crop insurance division.

Red Horse Crop Insurance offers customers guidance on insuring their crops, Schultz says.

"We want to ensure our customers will be there a long time," Schultz says. "This is another way to help them out. The bottom line of customers drives us to want to do that."

Schultz notes Red Horse Crop Insurance is teaming with AmTrust Ag, Leawood, KS, for the underwriting of the program.

Enhancing Customer Service

Adding to its customer service, Schultz says the Mustang chuck wagon food cart has been a popular addition to field days and dealer events since the company bought it last year.

Schultz says smoking pork loin and ribs has drawn particular interest among those attending the events.

"It creates a special connection with the grower," he says.

Field days are part of what Mustang Seeds offers in terms of providing choices for customers to make to try and be profitable, Schultz says.

He adds they can choose between treated products or non-GMO ones.

Ultimately, Schultz says the company will provide the products that the customer wants.

Schultz says offering choices to customers is why he believes business continues to increase.

Chris Lusvardi, editor

Equipment Suppliers

Gravity separator....O'Mara Ag Services
Color sorter.....Popp Engineering
Cover crop blending...Seedpoint Solutions



Construction began in July by digging the foundation for a new 7,000 square foot Mustang Seeds corporate office building in Madison, SD.