



## LEWIS HYBRIDS

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### **Keota Farmer is Lewis "Picture Your Success" Winner Kevin Luers Directs Donation to Keota FFA**

URSA, IL -- A soybean farmer from Keota, Iowa, was recently chosen the winner in Lewis Hybrids' "Picture Your Success" drawing. Kevin Luers received \$1,000, and chose the Keota FFA as the organization to receive an additional \$1,000 donation from Lewis.

"I was in FFA and both of my sons were in FFA," says Luers. "The Keota FFA has always been good to raise money for use in the community, and even helped raise about \$10,000 through a corn drive with area farmers last year to get new computers for the school. The Lewis donation will help provide seed money for important projects, such as leadership development."

The "Picture Your Success" promotion began last August as Lewis district sales managers (DSMs) walked fields and rode combines with farmers to help them establish soybean yield goals. "Lewis Hybrids looks at seed placement one field at a time," says Perri Draisey, Lewis DSM who works with Luers. "During the winter months we look at soil types and match regionally proven varieties and hybrids that will work best in that given situation. Throughout the summer months, we walk fields scouting for problems and general assessment of the crop. This program wrapped all that into one with the grower and FFA being the winners."

"This was a good program for everyone involved. I enjoy working with Lewis and with Perri in my farming operation," says Luers. "Perri has always done a tremendous job helping me choose the right seed for the right soil conditions. I am pleased with the recommendations."

Lewis officials presented the checks to both parties on February 4, 2010.

"Agriculture is dependent on the today's youth to feed the population in the coming years," says Draisey. "Having Lewis Hybrids involved with the Keota FFA chapter gives back to the community and helps young people stay involved in agriculture."

*The National FFA Organization, formerly known as the Future Farmers of America, is a national youth organization of 507,763 student members – all preparing for leadership and careers in the science, business and technology of agriculture – as part of 7,439 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The National FFA Organization changed to its present name in 1988, in recognition of the growth and diversity of agriculture and agricultural education. The FFA mission is to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education. Visit [www.ffa.org](http://www.ffa.org) for more information.*

*Lewis Hybrids is a family-run seed company that has delivered seed solutions and service to northern Missouri, west central Illinois and southeastern Iowa farmers for three generations. Their corn, soybean and wheat seed solutions are backed by the year-round Lewis Service Promise. For more details, visit [www.lewishybrids.com](http://www.lewishybrids.com).*

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