



Ag PhD: Behind the Scenes

Now is the best time ever to be a farmer...BUT, now is also the most challenging time ever to be a farmer! In your efforts to “keep up”, we hope you tune in to Ag PhD seen each week on RFD-TV. While much of what you see on television will talk about things that are beyond your control, including news, weather, and grain markets, you won’t find much of that on Ag PhD. Instead, we focus on the things you CAN control. Our goals are to help you put more grain in your bin and more money in your pocket. Here’s a little about how and why we do it.

Ag PhD has been on the air for almost 6 years now, but the story began a long time before that. My name is Brian Hefty, and I host Ag PhD with my brother Darren each week. In addition to our farm operation, our

family also owns a business called Hefty Seed Company. Hefty Seed is one of the largest seed and ag-chemical retailers in the Midwest with stores in South Dakota, Iowa, and Minnesota.

If you farm, you’ve undoubtedly been to a meeting held by your local ag-chemical retailer. Chances are, the meeting consisted of a good meal, a few drinks and a rep from a pesticide manufacturer telling you how great his product was. We used to do this, too, until about 10 years ago.

One night, after a small meeting involving a chemical rep and a few farmers, it finally hit us...we had just sat through a three-hour meeting and got NOTHING that we could use to truly help us in our farm operation! So that winter, we did something we had never done: We held our first Crop Production Workshop. It went from 9 am to 4 pm, with a noon meal,