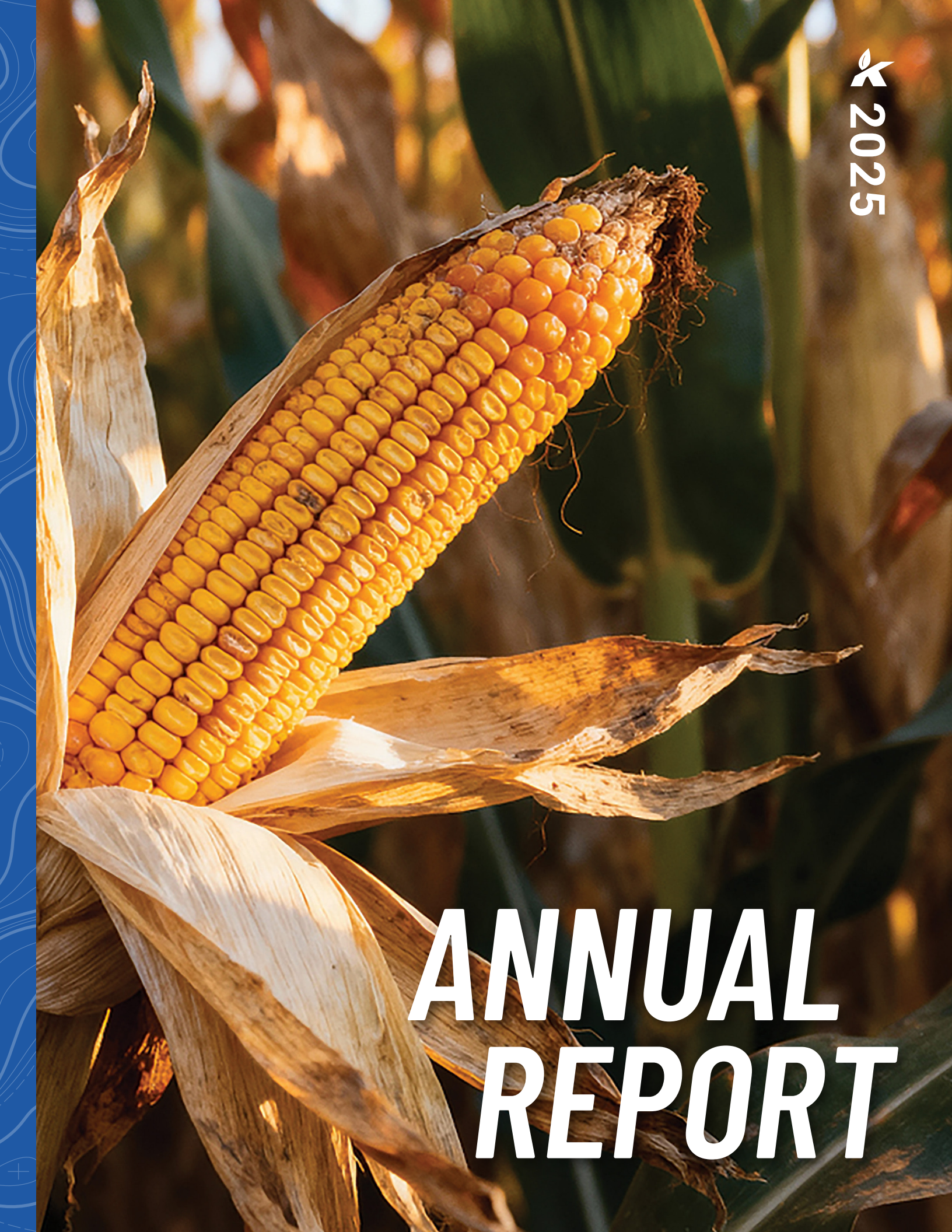




✦ 2025

ANNUAL REPORT



A MESSAGE FROM JEFF WILMES

As the 2025 season winds down, we want to extend a **sincere thank you for your continued partnership.** Through changing markets, unpredictable weather, and evolving technology, you've trusted us to walk alongside you. That's a responsibility we never take lightly. Let's take a look at what we accomplished together this year and how we're preparing for an even better 2026.

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INSIGHTS FROM THE INNOVATION PLATFORM

2025 Conclusions

In the past year, we made some progress in assessing the true return on investment (ROI) from our tested products; however, **each product showed some yield increase.** Reflecting on 2025 performance, our geographic region achieved record yields across many products. Nevertheless, several products did not meet our expectations for responsiveness. As we look ahead, we plan to re-evaluate a selection of products by testing different hybrids and soil types to better identify viable options for our growers.

Our commitment to testing products before introducing them to the market is crucial. We believe that strong **performance directly correlates with profitability for our growers**, ensuring that they receive only the most effective solutions for their agricultural needs.

CHEMICALS & PRODUCTS	CHEMICALS & PRODUCTS	CROP USED	RATE/ACRE	APPLICATION TIMING	CHECK YIELD	PRODUCT YIELD	DIFFERENCE +/-
	Rev-UP	Corn	16oz	in-furrow	210	210.08	.08+
		Beans	16oz	in-furrow	71	73.22	2.22+
	Bio Burst	Corn	12.8oz	in-furrow	NA	NA	NA
	LiquidPlex Bonder	Corn	16 oz	V-5	216	16.66	.66+
	Sycon	Corn	22oz	V-5	182.3	183.65	1.35+
	LiquidPlex ZnMnB	Beans	16 oz	V-4	74.2	76.1	1.9+

  HYBRIDS	BRAND	PRODUCT	RM	HARVEST MOISTURE	YIELD
	Stine	9755-20VT2	111	21.5	239
	Stine	9754-20VT2	113	18.1	222
	Stine	9753-20VT2	115	22.1	193
	Stine	9662-20VT2	106	19.7	192
	Stine	9753-20VT2	115	20.1	18
	Wyffels	7945TREC	114	24.3	259
	Wyffels	7485TREC	112	18.4	254
	Wyffels	6505TREC	110	21.7	252
	Wyffels	6886VT2P	111	20.6	239
	Wyffels	7048SS	111	20.9	239
	Wyffels	6479SSP	110	19.5	236
	Wyffels	8086VT2	114	19.7	230
	Wyffels	7856VTPRO	114	18.9	227
	Wyffels	7499SSP	113	21.2	225
	Wyffels	8007VT2	114	15.9	224
	Wyffels	7424VT2P	112	17.6	221
	Wyffels	7759SSP	112	18.1	215
	Wyffels	5684VT2	107	17.7	211

2025 SEASONS AT A GLANCE

SPRING

Spring opened the year with an emphasis on soil temperatures, early fertility planning, and preparing for planting as fields inched toward the critical 50°F mark. Growers tightened up P & K and herbicide plans while organizing seed, equipment, and starter programs ahead of the season's first field passes.

As emergence began, stand evaluations took center stage. Especially in soybeans that were planted into dry soils and later caught moisture. **Early stress, variable germination, and weevil activity in alfalfa kept scouting top of mind.** Spring was defined by preparation, adjustment, and setting a strong foundation for the season ahead.



Alfalfa Weevil

SUMMER

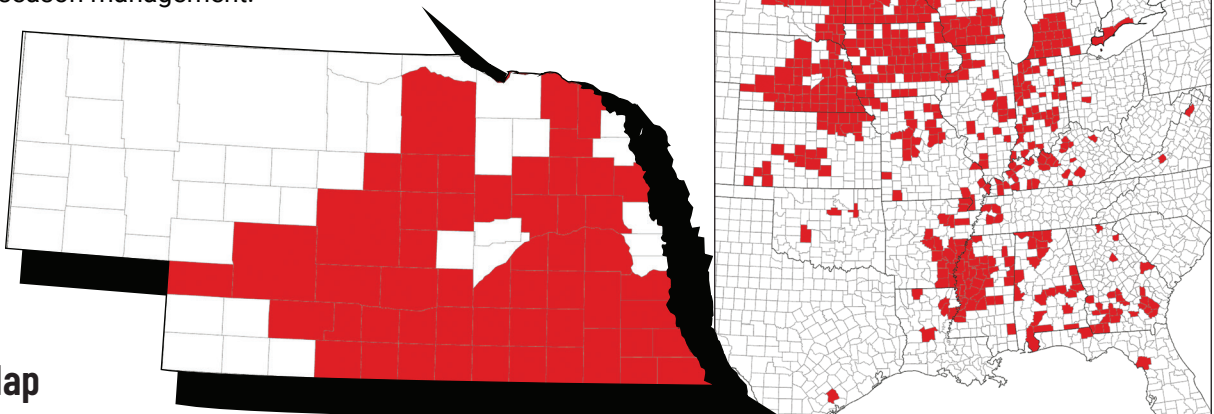
Summer delivered rapid growth and high nutrient demand as corn entered its major uptake stages. Timely nitrogen, sulfur, and boron applications played a crucial role in preserving yield potential, while tissue sampling helped pinpoint areas where heavy rains had created nutrient shortages.

Disease pressure surged across the region, pushing growers toward strategic fungicide and insecticide decisions as tassels emerged and soybeans hit R3. With **tar spot** arriving later in the season and **southern rust** emerging as the primary disease challenge under hot, humid conditions, plant health management became a defining focus. Tight nitrogen supplies further increased the importance of thoughtful product planning and precise in-season management.



Helicopter fungicide application

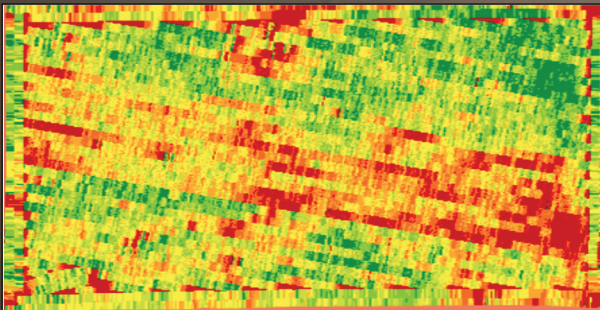
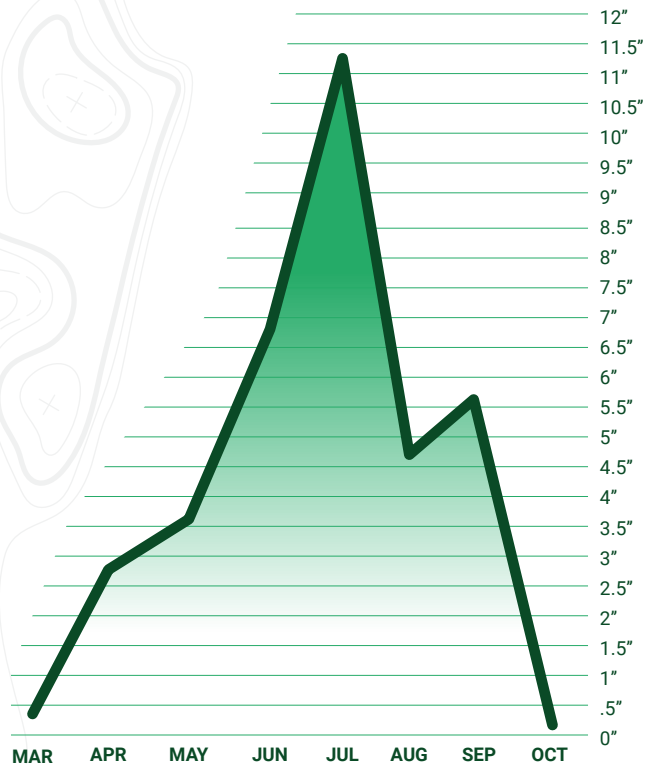
**Southern
Corn Rust Map**



source: <https://corn.ipmpipe.org/southern-corn-rust-2025/>

"THE LAST TIME WE HAD THIS MUCH MOISTURE WAS IN 1993."

-Kaup's main office 2025 rain report



Yield Map



Soil Sampling

FALL

Harvest ushered in a season of evaluation as yield monitors revealed how well the year's fertility and herbicide programs performed. Soil sampling, especially **grid sampling, guided decisions** on balancing pH, applying lime or gypsum, and planning nutrient needs for 2026.

Replacing removed nutrients became a major focus as growers assessed phosphorus and potash levels following strong yields. **Residue management products helped accelerate nutrient cycling**, and fall burndown provided a final window to tackle winter annual weeds. Plot results rounded out the season, informing hybrid and variety choices for next year while closing the book on 2025's growing cycle.



PRECISION AGRICULTURE

Stop Leaving Dollars on the Table.

Fertility is not a one-size fits all decision. Kaup Seed & Fertilizer uses **TrueRec®**, a data-driven fertility recommendation system, to go beyond traditional soil tests and build field-specific nutrient plans. By integrating soil type, nutrient balance, historical performance, environmental conditions, and yield goals, TrueRec® delivers recommendations designed for how each acre actually performs.

TrueRec® reduces fertilizer by 20%, based on farmer's yield goal.

The result is smarter nutrient use, reduced waste, and a stronger return on every fertilizer dollar, especially in years with high nutrient removal and tight input margins.



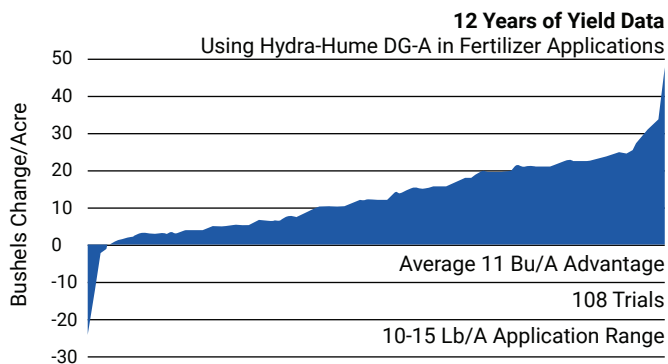
TrueRec zone fertility

BIOLOGICALS: HYDRA-HUME®

Feed the Soil. Fuel the Future.

Your soil is the foundation of everything you grow—so give it the tools it needs to perform. Hydra-Hume® enhances nutrient availability by improving soil structure, increasing cation exchange capacity (CEC), and supporting beneficial microbial activity. That means nutrients stay in the root zone longer, fertilizer is more efficient, and your soil becomes more productive year after year.

From the early-season stress we often see after planting to late-season nutrient demand during grain fill, healthier soil is more resilient and more efficient. Hydra-Hume® helps unlock that potential by reducing tie-up, improving uptake, and building fertility that lasts. Healthy soil means higher yield potential.



Hydra-Hume DG-A +
Grower Standard

Grower
Standard

Hydra-Hume DG-A +
Grower Standard

Grower
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Hydra-Hume DG-A +
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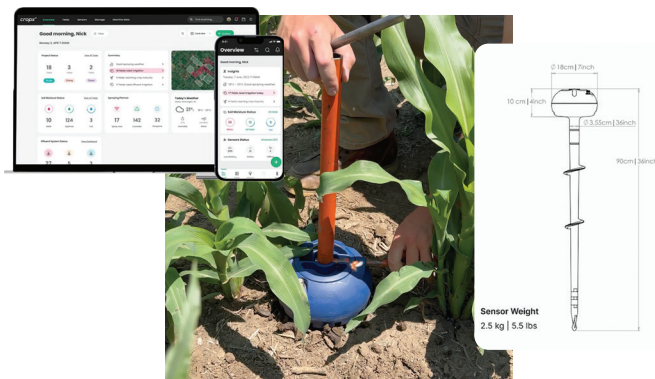
MOISTURE PROBES

Know Your Fields. Protect Your Yield.

Effective irrigation depends on accurate, timely information. Without real-time insight, moisture decisions often rely on assumptions that can lead to inefficient water use or lost yield.

Kaup's moisture probe program provides in-season, field-specific data that shows what is happening below the surface. This insight allows growers to fine-tune irrigation timing, protect soil structure, and support consistent nutrient uptake.

In years with uneven rainfall or dry conditions, moisture probes help ensure water is applied only where it delivers the greatest return, protecting late-season plant health and yield potential.



Through all the probes we have managed, **we've saved 65 acre inches** per year.

SCOUTING SERVICES

Your Eyes in the Field Every Week.

Yield losses often begin long before symptoms are obvious. Without consistent field monitoring, emerging issues can escalate quickly and limit both performance and profitability.

Kaup's scouting services provide weekly, in-field evaluation by trained agronomists who identify insect pressure, disease development, nutrient concerns, and stand issues early. From early-season threats to late-season disease pressure, our team helps guide timely decisions on crop protection, nutrition, and management strategies.

In a season where conditions can change overnight, regular scouting reduces uncertainty and protects yield potential. It is not simply an added service. It is a proactive approach to safeguarding every acre.



TOOLS & TECH DRIVING RESULTS



OUR TEAM IN ACTION

LEADERSHIP & PROFESSIONAL HIGHLIGHTS

This year brought exciting opportunities for several members of our team, reinforcing our commitment to leadership, advocacy, and **continued growth within agriculture.**

Blake Heithoff was awarded a Washington, D.C. Scholarship from the Nebraska Agribusiness Association, giving him the opportunity to travel to D.C. and speak directly with lawmakers. His involvement helps ensure the voices, challenges, and priorities of Nebraska agriculture are represented at the national level.

Tyler Morton and **Chandler Maly** were both accepted into the Nebraska LEAD Program, a highly regarded leadership development program focused on strengthening agricultural leaders across the state. Their participation reflects a commitment to learning, leadership, and the future of Nebraska agriculture.

Additionally, **Jeff Wilmes** was appointed to the Agricultural Retailers Association (ARA) Board, while also serving on the Public Policy Committee. His involvement helps bring practical, retailer-focused perspectives into important industry conversations and policy discussions.

Investing in the Next Generation

Our internship program continues to play an important role in developing the next generation of ag professionals.

Each summer, interns work alongside our team, gaining hands-on experience in the field, learning how decisions are made on real acres, and seeing firsthand what it takes to support growers throughout the season. **Recruitment for summer internships takes place in March and April.**



RETIREMENT

GREG FREUDENBURG

After 24 years with Kaup Seed & Fertilizer, Greg has announced his retirement. We are sincerely grateful for his years of leadership, commitment, and the lasting impact he has made on our team and the customers we serve.

Greg is thankful for the trust and partnership of the farmers and families he's worked with throughout the years. Helping them build profitable seasons and strong operations has been one of the most meaningful parts of his career. He said it's been a true privilege to walk alongside growers each year and he's leaving with deep gratitude for the relationships built along the way.



INNOVATION PLATFORM LEADERSHIP

BLAKE HEITHOFF

Blake has taken on leadership of Kaup's innovation trial platform, a critical part of how we evaluate and onboard new products. This program allows us to move beyond claims and see how products perform under real field conditions before they are recommended to growers.

Blake is especially focused on integrating new technology into the trial process to better understand how products perform across different soil types, hybrids, and varieties. This approach strengthens our ability to deliver proven, field-tested solutions that fit each operation.



OPERATIONS LEADERSHIP UPDATE

JACOB REIMERS

Jacob has stepped into the role of Operations, building on the hands-on experience many growers worked with firsthand this fall during lime and gypsum applications. We are thankful for his commitment to efficient, well-executed fieldwork and his focus on doing things right.

As we move into the upcoming top dress season, Jacob looks forward to working closely with growers to ensure timely, accurate, and efficient applications across every acre.

As we look ahead, **early planning** remains one of the biggest advantages growers can give themselves. Market shifts, policy updates, and product availability all point to the value of making decisions sooner rather than later.

SEED PLANTING

Early seed planning remains one of the most effective ways to manage both cost and availability, especially for **Wyffels corn**. Placing orders early helps secure the best discount programs and ensures access to proven, high-performing hybrids before supply tightens.

With strong, consistent performance across environments, Wyffels remains a cornerstone of many operations—and early commitment helps secure the right genetics for the right acres. **Stine** still is the lead in new genetics for beans.

FERTILITY OUTLOOK

Fertilizer markets remain **volatile**, driven by policy decisions and global trade. Recent tariff changes under the Trump administration have helped ease pricing pressure in certain areas, offering some short-term relief. Flexibility and planning will remain important as markets continue to adjust.

REGULATORY CHANGES

On the regulatory front, momentum is building. Lawmakers have shared that **more than 60 additional scientists have been hired by the EPA** to help move product approvals forward, an important step toward reducing backlogs and improving timelines.

In addition, **Sustainable Aviation Fuel (SAF)** has become a growing focus at the federal level. SAF is produced using feedstocks such as **soybeans**, opening the door for increased demand and new market opportunities tied directly to U.S. agriculture.

PHOSPHORUS AND POTASH MARKETS

Phosphorus and potash have been added to the **critical minerals list**, helping mitigate countervailing duties and improve market stability. As a result, **phosphorus pricing has softened**, creating an opportunity as fertility plans are finalized.

CROP PROTECTION STRATEGY

With **no new herbicide chemistries** expected, effective crop protection will depend on **strategic placement and proper timing of existing products**.

Given the disease pressure on corn this past season, fungicide planning should be proactive rather than reactive. Building fungicide into the plan in advance helps protect yield potential before disease becomes visible.

What This Means for Your Operation

- Make a plan for seed early
- Stay flexible on fertility
- Watch regulatory momentum
- Be proactive with crop protection
- Take advantage of softer phosphorus pricing

Grower financing is now available through CFA, providing additional flexibility when planning ahead.

WHAT TO KNOW GOING INTO 2026



LET'S START STRONG

PLAN AHEAD. LOCK IN VALUE.

Prepay options include:

Crop Protection: Herbicides, insecticides, and fungicides

Nitrogen: 32-0-0 and topdress applications

Biologicals: Offerings updated based on results from our innovation trials

TRY BIOLOGICALS.

For growers looking to add efficiency and soil performance to their fertility program, biologicals are an area of continued focus as we evaluate real-world performance across soil types and hybrids.

Give us a call at 402-372-5588 or stop in

Thank you for growing with Kaup Seed & Fertilizer.
We grow different, and we grow with you.

HELPING YOU GET THE MOST OUT OF EVERY ACRE.



SCAN & STAY INFORMED

Receive *The Kaup Update*
straight to your inbox.



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