



GENETIC ALTERNATIVES



YOUR NEWSLETTER ABOUT THE LATEST ON SEED RESEARCH

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It is that time of year again when all of us who work in the seed industry pack up our swag and head to Chicago for the Annual ASTA Convention. This year's convention will begin on December 7th and end on December 11th. It is one of the highlights of our year. It is an opportunity for us to show the seed community how we can be of service to them. It also gives us a chance to rub shoulders with the movers and shakers in the industry, swap stories, and see old friends. 3MG would like to extend to each of you a formal invitation to come visit our booth # 505. We hope to see you there!



Planning and Planting

By: Ed Baumgartner

Greetings to all! As you may guess we are in the thick of the Contra Season in Puerto Rico. We went through a very dry summer and early fall this year, but as soon as the winter planting season hit the rain started to fall. We needed the rain and I will not complain about it. However it does present the same challenges for us as it does in your home planting area during the spring. The only exception is that our crop cycle is about 42% faster in the tropics than in a temperate growing area, so any planting delay is very noticeable. I often joke that once we plant you can almost set your watch by how fast and consistently the crop grows. The meter truly is running as soon as the seed is in the ground. From that point on we need to be on time with all of the necessary tasks.



You have my word that our staff works very hard to stay on schedule to accommodate your planting timing needs. As I write this, we have gone through our fourth straight week of rain over the weekend into a Monday and Tuesday planting delay. In spite of this type of scheduling setback, the crew has been able to stay on track and work their way through our weekly planting queue. As most of you know, we work on a first come first serve basis as seed arrives. We accomplish this by being able to move fields from where we intended to plant to where it is dry enough to plant between the three farms. It is not quite as easy as it sounds. A lot of thought goes into field placement to ensure there is no conflict between customer's projects while keeping in mind agronomic management that will follow after planting. Moved fields need to be remapped and sometimes reconfigured, all isolation timing and distances need to be verified, and previous crop and chemicals applied on that crop must be reviewed prior to planting.

I often joke about what version of the farm maps we are using for the season. We need to plan ahead and pre-map everything to ensure we have the capacity and capability to plant all the projects we expect to receive. We actually start this process in August. This pre-planning helps us to quickly re-organize our way through the planting season when Mother Nature wants to challenge us. Pre-planning also helps when project parameters change from what was expected to what the project ends up as when the seed is sent. Agriculture is ever changing because seed quantities are not always predictable, also the business climate is for foundation seed production and R&D work is constantly in flux. (Just read the latest speculations of who is buying whom.) We try to be as flexible as possible for both the upside and downside of the business climate.

It is never too late to call and ask if something is still possible. I will outline the risks and benefits of several options based on our knowledge of the environment and let you decide if we should proceed or not. I will also let you know if a project would be better done elsewhere. Our top priority is for you to be successful, and then, we are successful. May you all have a Blessed and Merry Christmas.

EMPLOYEE SPOTLIGHT



Jessica Rodríguez

Jessica Rodriguez is the Lead Project Manager here at 3MG. She is a native of Yauco and a graduate of the University of Puerto Rico, Mayaguez with a BS in Agronomy and Soil Sciences. Jessica is generally a private person, so it was nice to have the opportunity to get know her a little better. She can most often be found at her desk working away to ensure that the day's tasks are assigned and completed. Jessica is known for her ability to be very organized and neat. She is dedicated in her work, and we are fortunate to have her in our employ.

Q. How long have you worked for 3MG?

A. I have worked here for 8 years.

Q. What are your responsibilities?

A. My title is lead project manager. I have so many responsibilities it is hard to list them all. I am responsible for client contact, instruction and management of employees, planning of plantings, field maps and many other things.

Q. What do you find most challenging about working here?

A. Supervising employees, which is not easy. The hours are also long plus there are lots of little things that pop up during the day.

Q. What advice would you give a prospective employee?

A. Be responsible, be patient and be a leader.

Q. What changes have you seen in the time you have worked here?

A. I think the biggest change has been in the size of the work force. There are more people so there is a better balance in the distribution of labor.

Q. What would people be surprised to know about you?

A. I did theater in school.

Q. What is your proudest moment at 3MG?

A. I think it would be when I was promoted to lead project manager and my clients told me how much they missed me.

Q. Do you have a favorite travel spot?

A. That's a difficult question. I have been to so many places. If I could, I would travel the world.



Miguel Torres

Miguel Torres (who is affectionately known as Mickey) is a native of Santa Isabel. He was raised in the Velazquez neighborhood. He is one of the original 3MG employees who has helped the company grow. He is a hard worker who may not always be visible, but the result of his work is. He is always quick to help his coworkers in whatever they might need, and he does it with a smile. He truly is a jack of all trades. One day you may see him cleaning our shelling station, and the next you see him in the field doing pollinations. He has an eye for detail, and anything he cleans is sparkling after he is done. Mickey is well loved by his coworkers, and we feel grateful to have had the opportunity to work with him all these years.

Q. How long have you worked for 3MG?

A. I have worked here for 9-10 years.

Q. What are your responsibilities?

A. I have many. I maintain the building and areas clean and well kempt. I also assist in shipping. I drive the forklift and well... I do a little of everything.

Q. What advice would you give a prospective employee?

A. Do good work. If you don't, you know what happens.

Q. What changes have you seen in the time you have worked here?

A. Lots of changes! In regards to maintenance the place is much cleaner and prettier.

Q. What would people be surprised to know about you?

A. The way I work. I work really hard.

Q. Do you have a family of your own?

A. Yes, I have a 16 year old son. I am currently single and NOT looking. I don't want any more problems.

Q. If you could switch your job with anyone else within 3MG, whose job would you want?

A. None. I like where I am and what I do.

Q. If you could meet anyone in the world dead or alive who would it be and why?

A. Celia Cruz. She was a great singer and an incredible human being.



ATS: A Valuable New Technology

by: *Erin Rodriguez*

The face of agriculture is changing. These changes are accelerated in light of rapid technological advances. At 3MG we are conscientious that to be competitive in this ever changing industry, we must continually improve our technologies and systems. We are not a large operation like some of the giant Ag Companies, but we are still in step with modern agriculture. Recently, we implemented a new system called ATS in Puerto Rico, and on all three farms we use iPhones to maintain communications and metrics in real time.

‘What does this have to do with me, the customer?’ you may ask. It has everything to do with you! One of the important facets of customer relations is the setting of realistic expectations and the delivery of real data. We know that for many of you, your crops are like your children. You want to know how they are doing. Are they healthy? Are they growing as they should? Will they be productive? Because this system is able to record and send data in real time, we are better able to provide our research customers with information that is crucial to the advancement of their projects. This system is also able to provide a variety of data both written and visual, in one place. ATS allows us to take pictures and upload them to a customer’s files or send them to the customer directly. It allows us to not only track the progress of each field, it allows us to communicate this progress to you in a more efficient and timely manner. It is a valuable tool for us and our customers.



ATS allows us to help with the continuous development and placement of our labor force. We are able to record and track the training and certifications of each employee and position them accordingly. This tracking ensures that the best person for each job is assigned to that task, but it is also used as a means of identifying who needs more training. In this way we are able to provide both our customers and our employees with the tools needed to be an efficient work force.

During the implementation of the new system the staff had the opportunity to use and evaluate it while facilitating the improvements made to the program. Like any new process there is a learning curve. Dianne Ortiz, our assistant general manager, has taken it upon herself to ensure that the staff is up to date and proficient in the new system and processes. She has spearheaded the training sessions and has taken the reigns of the improvements to be made to the system. She has also served as a liaison between the programmers and staff to ensure that the system is not only capturing all the data it should, but also maximizing its usefulness to the company and customer alike.

At 3MG we are dedicated to maintaining a competitive position in the industry. By implementing systems that can keep our data and processes moving at the speed of business in the 21st century, we are better able to serve our customers. We are not finished with our improvements, nor will we ever be. It is a constant process. As we grow, so does our infrastructure and our systems. We often talk about sustainable growth in regards to agriculture, but we are also dedicated to internal sustainable growth. We apply both traditional as well as technological improvements to guarantee that as we grow as a company we do not sacrifice the level of service you receive. We will continue to improve for the life of the company.



Decisions, Decisions...

by: *Wade Roemeling*

We all receive inputs that are supposed to help us make a decision. Hopefully a good decision, a well-educated decision.

The inputs come from all angles. They come from co-workers, peers, family members, the dude on the corner, and maybe even a contract service provider.

Some inputs are dismissed immediately and rightfully so. Some are taken with a grain of salt. Still others are taken as scripture.

What happens when the decisions don't come easy? When it is all far from cut and dried? Do you throw up your hands and throw in the towel? Probably not- a decision still has to be made.

Do you enlist the help of others? Solicit advise from a colleague? Look at things from a different perspective? That is what you will do when a decision has to be made.

3MG North can help. We provide a service that is not always cut and dried or easy to decipher. There are times when results are crystal clear, and those are inputs that make a decision easy. We would like to help when the inputs are as clear as mud. We would really like to help before the seed even arrives at our door, setting

up trials for long-term benefit, so the data collected can be used in year to year and head to head comparisons. We can help by simply offering an opinion, like another set of eyes. We can get together after the season and discuss the information at your office or ours, via conference call, or Skype. It makes no difference to us. We simply want to help you make a well-informed decision.

We have been able to meet with clients after season to discuss trial results, which is a great experience that I believe is beneficial for both of us. We can assist as needed with data interpretation and set-up questions, providing more value to you when we can. We also get to hear the criticism, complaints and compliments firsthand. The negative feedback can be hard to hear and, tough to stomach, but it also leads to corrections. Sometimes corrections have already been made for next year, and we would like to share them with you. Sometimes they can be issues that we have not recognized yet, as it is surprisingly easy to miss something that is right in front of you. Another set of eyes can prove to be the game changer.

Next time you have a question or a concern, feel free to call us up. We are friendly folk.

From all of us at 3MG North we would like to wish you a Merry Christmas and a prosperous New Year!



Photo by Jim Lund

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Some photos courtesy of Lou Peña
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We thank our staff at all our locations for
providing us with support as well as many
of the photographs used on our articles.
Keep on contributing!

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Wishing our Friends and Family
a Joyous Holiday filled with Peace,
Love, and Prosperity.
Best Wishes for a Healthy New Year!

Merry Christmas from 3MG



3MG
Third Millennium Genetics



Established in 2005, 3rd Millennium Genetics is a multi-faceted company that is dedicated to providing our customers with improved genetic alternatives through diverse products and excellent service programs. We now have two locations that enable us to take advantage of distinct climates and environmental factors to offer a wide range of services that produce better products and more in-depth research results. We take pride in offering our customers the highest quality products and superior service required to make your projects successful, sustainable and productive.