



# GENETIC ALTERNATIVES



YOUR NEWSLETTER ABOUT THE LATEST ON SEED RESEARCH

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## Visions for the Next Crop

*by Ed Baumgartner*

We spend a lot of time in the developed world being proud of our accomplishments, enjoying our wealth and patting ourselves on the back for a job well done in many areas. We have worked hard, had visionary thinkers and earned our way over several generations and for this we have been handsomely rewarded. We regularly fight for the ability to continue this opportunity in the USA and other developed countries. We continuously work to prevent our governments from over reaching their roles in our daily lives, which is more difficult each passing year. That's enough politics in an election year for this letter or Erin might start to think that I am becoming a revolutionary. I am very thankful for being born in the United States and having the opportunities to fail and to succeed in business and in life.



## Visions for the Next Crop (continued)

I would like to focus on agriculture and our next crop of visionary thinkers. There is no doubt that the United States is a leader in agriculture and we are looked upon for answers, education, products and assistance. One of the questions that comes up daily for our business is: How willing are we to share knowledge and technology with developing countries? When I look around our industry, the answer is varied. Some companies flat out refuse to consider it, others sell less than current products to protect their intellectual property, still others take advantage of the needs and overcharge for products. I am certainly not against making a profit nor protecting the investments we make in our businesses and products. Remember, as Luke 12:48 reminds us, "To those that much has been given, much will be expected." So, how do we in the developed world help other countries to improve their agriculture while providing both parties the opportunity to make a profit without ramming our ideas into other cultures? This is where we hopefully will find the next round of visionary thinkers to create win-win scenarios.

Living in Puerto Rico these past 18 plus years has provided some insight and opportunity on working in another culture. To start with, Debbie and I are still guests on the island. We respect the traditions and way of life while keeping a piece of our own culture as thoughtfully as possible. We have not learned the language as well as we should have for being here so long. This is our fault and would change this given another opportunity.

When running a business that tries to incorporate the latest technology and operational practices you need visionary people. Not only for the business but also for the betterment of each of us. We need to see beyond the work as a job and see it as a mission. From our point of view we also need to be learning and teaching everyday too. In the 11 years that 3rd Millennium Genetics has existed, several new technologies were created that we now cannot live without and use them daily in the business to be competitive. It is amazing to me that we carry a phone that in addition to keeping us connected to the world in many different ways can also track all of our activities on the farm through the ATS system we have developed.

I have had the great privilege to travel to many different countries, look at various agricultural systems and discuss needs with farmers. So how do we take our knowledge, expertise and technology gained in Puerto Rico to new customers and countries? We started this change earlier in the year with our staff. We must develop employees who think beyond their own needs. We need to be open to new ideas, cultures and places we have never been. We need to figure out how to work with these new customers so they benefit and we make a reasonable profit. We will need to trust whom we work with and they will need to trust us. Not an easy task

in this day in age. Our staff may need to travel to these places to work side by side with our future customers in addition to our normal contra season work in Puerto Rico. I am not sure if any of this is visionary, however we do need to change along with the evolution that is occurring in our seed industry. It is important that we change to our vision of what the future looks like and not let it be determined by a reaction to others in the seed industry or agriculture in general.



# EMPLOYEE SPOTLIGHT



**Guadalupe Amarro**

Guadalupe Amarro has worked for 3MG for 2 and a half years as a field worker. She does a little bit of everything around here from inventory of fields to crossings and pollinations. She is originally from Cuernavaca, Morelo, Mexico where she studied business and secretarial sciences. She is married with 3 children, Octavio who is 25 years old and twins, Jose Enrique & Letzy Andrea who are 23 years old. She has been a loyal and productive employee that we look forward to working with her well into the future.

**Q. What do you like most about working here?**

A. Everything! I love the atmosphere, I love the work I do and I can honestly say that I have never had a job that I have enjoyed this much. I love working here.

**Q. What has been your favorite project while working at 3MG?**

A. I really enjoy doing pollinations and crosses. I would like to learn more about these processes.

**Q. What advice would you give to a prospective employee?**

A. I would tell them to pay attention so that they can learn- because there is a lot to learn about corn and farming. I like that this job allows me to keep learning new things.

**Q. What are your hobbies?**

A. I like to spend time with my niece and nephews who range in age from 8 to 18 years old. I like to talk with them about their school projects and every weekend we get together and go on an outing or shopping.

**Q. Where do you see yourself in five years?**

A. I would really like to see my children. It has been 16 years since I have seen their faces. I would also like to keep learning so that my bosses will give me more responsibility and the opportunity to continue to grow within the company.



**Luis Ithier**

Luis Ithier is a native of Santa Isabel, Puerto Rico and was born and raised in the neighborhood Las Ollas. He holds an Associate's Degree in Practical Nursing from the Institute of Multiple Technologies in Ponce, Puerto Rico. He is a dedicated family man and hard worker. He has been with 3MG for 6 years and currently holds the title of Group Leader. Whether he is working in Puerto Rico or Minnesota, Luis a.k.a Freddy (don't ask we don't know how he got this nickname either) is truly a pleasure to work with. He is always willing to help anyone in any way he can. He is always quick with a smile and he has a very cooperative spirit. We love having him on our team.

**Q. What is your favorite part about working at 3MG?**

A. I really enjoy doing polinizations. It is a daily challenge that allows me the opportunity to develop my mind and skills.

**Q. What three traits define you?**

A. Friendly, accommodating and hard working.

**Q. How would you describe your approach to work?**

A. I like to work in a healthy environment that has a spirit of fellowship and has opportunities for growth.

**Q. Do you have a family of your own?**

A. Yes, I have been married to the lovely Sandra Rivera for 26 years and we have two beautiful daughters together, one 18 and one 23 years old.

**Q. What is your personal philosophy?**

A. When you are behind it is only to push you forward. Always look forward.

**Q. If you were on death row what would be your last meal?**

A. Ooohhh... Stewed Veal with lots of potatoes with Rice and beans.



## The Art of Service

by Erin Rodríguez

As some of you may know, my position at 3MG has evolved and changed. I no longer work in the Puerto Rico office, but rather have the great fortune to work remotely. I am writing this article as I watch the sunrise over the Atlantic off the coast of Florida, (not a bad gig at all huh?) I really enjoy my job and the work that I do. I feel truly fortunate to be a part of this company and to have been given the opportunity to continue working here even while sitting on the beach. There are aspects about working in the office I miss however. I miss the people I work with. I miss the customers. I miss the challenges of problem solving and serving the people and companies who have made it possible for us to stay in business for the last eleven years.

We take service work very seriously at 3MG. Whether in Puerto Rico or Minnesota, we are constantly striving to not only to deliver, but to improve the service we render. We do this in many ways: through self-evaluations, customer evaluations and by taking steps to improve our infrastructure. This type of constant evolution requires an honesty that is the foundation of our business model. Once a year, we conduct customer surveys to see how we are doing and what we can do better. Sometimes it is not always easy to hear- we are not yet perfect. However, we so appreciate the courage and candor that our clients have shown by giving us honest feedback. We do not take that candor for granted, but rather we apply the feedback to our operations and improve as a whole.

To truly serve requires a spirit of humility. Anyone who has worked in any aspect of the service industry knows that it requires a very distinct set of skills. You have to listen to not only what the customer says but what is not said. You have to anticipate the needs of each customer. You have to communicate effectively. You have to be flexible and look for solutions to unexpected issues as they arise. Most importantly, you have to execute on what you have promised.

Unlike other types of service in which mitigating factors can be managed, in agriculture we are still subjected to the whims of Mother Nature. So, how do you continue to render excellent service in the face of say... a hurricane or a freak blizzard in April? Not an easy task. Some things we just cannot control- what we can control is how we deal with these unexpected situations. We can communicate, prepare, and anticipate to

the best of our abilities as a means of continually providing excellent service.

Another facet of our ability to render excellent service is having knowledgeable staff to assist our customers. We employ some very smart and hardworking people at both of our locations. Furthermore, we believe in education and training. We believe that by investing in our employees the dividends will be beneficial not only to our company, but to you our customers.

Our services are more than just what happens in the field. We offer a variety of assistances to help our customers have a seamless and positive experience. Travel assistance, consulting, and shipping assistance are just some of the ways we help our customers. From the time our customers decide to use our services we are working with them to make each step of the process easier and seamless. We utilize the latest technology as well as old fashioned communication skills to ensure that our customers are happy.



We are here to assist you in any way we can. Winter nursery services? We are here for you. Need grow-outs? Let us take care of that. Need help arranging travel? Give us a call. Need a question about corn answered? We offer consulting services. Need help navigating the shipping process for your seed? We can do that. Do you need to run tests on a particular material? Got it covered. This is just a sample of how we can be of service to you and your company.

Although I am very fortunate to be able to make the beach my office space, the truth is I miss the smile on customer's faces when I help them find a good restaurant to eat at in Puerto Rico. I enjoyed being the first face people saw as they walked into our Puerto Rico facilities. I loved seeing those same faces return year after year. Even though I am no longer that face, it gives me joy to know that our customers are still being taken care of. That our level of service is something that each and every one of my co-workers take very seriously. The spirit of 3MG is alive and well in all of us and I am so fortunate to be a part of it. So, don't be shy, let us know how we can be of service to you today because it truly is our pleasure.



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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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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.