

Jerry Boeck Pioneer Seed Rep
By Leesa K. Bartu

It's getting close to that time of year, time for planting. That is what Pioneer Seed Rep Jerry Boeck is all about these days. Boeck has worked in the ag industry for many years doing custom harvest for seed corn. In 1993 he began custom trucking specifically designed for seed companies.

With his many ties to the seed industry Boeck had the opportunity to observe both the companies and the products. Things came together recently when Boeck had the opportunity to learn about selling Pioneer Seed from Jack Underwood. "Jack Underwood gave me the opportunity to work under him, learn the business and take it over," said Boeck.

Both the Pioneer product and the company impressed Boeck. "I have always felt Pioneer is the best brand but I have really been impressed with the integrity of the people above me and the support system they provide. The quality of the seed is great and Pioneer is really on the cutting edge with technology. The training has been very thorough and I am in training almost weekly with new technologies."

Seed sales begin in October with the best discounts available right after harvest. One of the things that Boeck enjoys the most is helping farmers "tailor make a package of seed that will fit them best whether they are doing white corn, or yellow corn for ethanol, food grade or feed."

Pioneer has developed some products that go beyond helping farmers in the field. "We are also working with ethanol plants directly with a program called Market Point to help our customers market specifically to ethanol plants," said Boeck.

In addition to selling seed Boeck also services and calibrates planter units. He has a MeterMax machine, which simulates planting and can pinpoint the accuracy of any planter unit. He also does GPS mapping of farm ground with the Pioneer FIT program for farmers. He continues to do some custom grain hauling but mainly for his Pioneer Seed customers.

Boeck sells the seed corn out of his warehouse at 2313 Road 22 in Exeter or you can call him at 402-366-4501. He and his wife Teresa (who works as a sales supply coordinator for Pioneer Seed at the corporate offices in Lincoln) have lived in the Exeter area since 1990. Their son, Cody, is a student at UNL and daughter Carly is a senior at York High School.

Selling Pioneer Seed is a perfect fit for Boeck as he enjoys working in the ag industry, "I have a real heart for agriculture, I don't think I could do anything else."