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The X and Y Coordinates = **AXIS** Ohio

1. **Seed is different than chemical**
2. **Ohio is different than Iowa**
3. **Support local business**
4. **Family and Trust**
5. **Do the Right Thing!**

## 5 REASONS I STARTED AXIS, OHIO

*I had a clear vision for what I wanted to do. And I still do!...*

I often get asked, “What was your motivation to start your own company?” In most people’s eyes I had a great job and was very comfortable. What was I thinking? When I joined Axis Seed and started Axis Ohio three years ago, I had a clear vision for what I wanted to do. I created a detailed 5 year business plan and knew in my heart why I decided to take the risk of going out on my own and starting my own company. However, I now realize I did not do a good enough job explaining those reasons to you. Below are the 5 reasons I started Axis Ohio. These 5 reasons are the foundation of what we do every day at Axis Ohio.

**1** The seed industry is very different than the chemical industry. It is even more different than the fertilizer industry. Seed is not a commodity. Seed is a living breathing organism that cannot be created in a factory. The chemical industry’s invasion of the seed industry in the late 90’s was detrimental to you. The adaptation of traits caused large multi-national corporations to enter into a market that they didn’t fully understand. I would argue they still don’t. Rapid consolidation of seed companies to achieve efficiency looked good on paper but in the end cost you more money. Big data is great, but seed should always be sold and serviced by a seedsman who understands your unique operation. Not a computer or algorithm.

**2** Ohio is different than Iowa and Illinois. Clermont County is much different than Logan County. Bokescreek Township is a heck of a lot different than Jackson Township. Very few companies take these differences in consideration. There are a little over 3 million acres of corn in Ohio. Iowa has 13. Who do you think they care the most about in a corporate board room? I know because I was there. At Axis Ohio I select hybrids and varieties not only specific for Ohio and your area but more importantly your township and your unique operation. Your operation is different than your neighbors. I will take the time to ask why.

**3** I believe in supporting other local business. I shop online as much as anyone, maybe more, but when it comes to service industries, I go out of my way to shop local. Restaurants are a perfect example. Chain restaurants are fine, but I always prefer to go to someplace that I may know the owner or chef and more importantly they have taken the time to know me. They know what kinds of foods I like or even allergies my kids may have. It’s a totally different experience. Seed is a service industry. There are a lot of similarities in the seed and restaurant business. There are a lot of places you can buy your seed. I hope you continue to have the unique experience of buying local.

**4** The Seed industry is rooted in Family and Trust. I grew up in a family owned business started by my dad and hope to give my boys the same opportunity in the future. I enjoy working with other families creating long lasting personal relationships in addition to business partnerships. I am growing products a year in advance for my customers trusting that they will support me. In return they are trusting me to provide them a high-quality product that is best for their operation.

**5** The last reason I started Axis Ohio is the easiest one, yet the one many companies forget. It’s simply, “Do the Right Thing!” Treat people fairly. The golden rule of treating others as you would like to be treated. This is fundamental to our culture at Axis.