



DEALER SPOTLIGHT

jason stark

CUTTING EDGE
SEED & CHEMICAL
WWW.CUTTINGEDGESEEDANDCHEMICAL.COM



I am married and have 3 children- Gavin, Jenna and Ryker. My wife Amanda teaches middle school math at Gibbon, and my children all attend school at Pleasanton. I'm very lucky to have such a great and understanding family because in the spring time it gets fairly hectic and a lot of times we only see each other in the morning. What I really think is neat is that I get to work every day with my DSM and father Terry Stark. It has been a very valuable learning experience to watch Terry sell seed through the years. I feel that he is one of the best salesmen around and has taught me more than I probably ever will want to admit.

I have sold NuTech Seed/AgSource since 2002. When I graduated college I wanted to farm and raise cattle. Selling seed for AgSource gave me the opportunity to come back to the farm and raise cattle without having to take much living expenses out of the farming operation. Like anything else that is worth doing, it took a lot of hard work and years to build my business to where it is today. My business really started growing fast once NuTech Seed was able to access

DuPont® Pioneer® genetics. It has more than doubled in size and my dealership has become the largest dealership at NuTech Seed for the last couple years in a row.

I have had a lot of good selling experiences over the years. The most satisfying experiences occur when I get to a certain level of trust with a customer and they say to me "Here are my fields and you pick out the hybrids that are going to work." Farmers today have too much to worry about between marketing, chemicals, financing, equipment etc. and a lot of them are looking for a professional seed salesman that can take one of their headaches away.

A few years ago I formed Cutting Edge Seed and Chemical. I was already selling to some customers that I thought had really good potential to become successful salespeople. Through Cutting Edge I work with not only some of the best salespeople at NuTech Seed, but also some of the best salespeople in the seed industry. Cutting Edge would not be doing what it is doing today without all of our great customers and the following salespeople: Sherm Goochey, Derrick Day, Gavin Jager, Tim Schulte, Erik Holen, Denny Pouk, The Leisers, Tom Foster, John Kaslon, Tim Krause and Wade Dickinson. I'm really excited about my two newest salespeople that were hired last year- Tyler Hanks and Cody Janitscheck. They are great additions to the previously mentioned veterans on Cutting Edge's sales team.

I see working as a NuTech Seed dealer as a perfect job for someone that wants to start farming or someone who might need some more income to help their cash flow situation. Selling for NuTech Seed started out as being a part-time job for me but quickly turned into my full-time job. Since I haven't had to take any of my family's living expenses out of my farming and cattle operation, it has allowed me to expand those two operations much faster than I would have normally been able to.