

BUSINESS CASE STUDY

Holzinger Seed

Since opening the doors in 2004, Holzinger's sales have more than doubled. When the company first started it had one 60' x 120' warehouse, a truck, trailer, and forklift. The company has grown to offer crop insurance sales, on-site seed delivery, weigh wagon services and more!

Family owned and operated since 2004, Holzinger Seed Service, Inc. is located just north of U.S. Highway 30 on Wolf Road in Columbia City. Holzinger Seed Service is an independent sales representative for Pioneer Hi-Bred, selling and servicing Pioneer brand products in the area. Holzinger also began selling crop insurance to the area in 2005.

After graduating from Purdue University with a bachelor's degree in Agricultural Economics, Holzinger Seed Service owner, Jason Holzinger, worked for a retail fertilizer plant for just over three years before opening his business in the fall of 2004. "I really enjoy living and working in Whitley County, and I appreciate the people I get to work with on a daily basis," said Holzinger.

EXCEPTIONAL SERVICES

Since opening the doors in 2004, Holzinger's sales have more than doubled. When the company first started it had one 60' x 120' warehouse, truck, trailer, and forklift. The company has now added four bulk soybean storage bins, a commercial seed treating unit, and several seed tenders used for delivery during the planting season. They've also added a second 60' x 120' warehouse just recently with kitchen facilities to help facilitate customer appreciation days and meetings. In addition to Whitley County, Holzinger provides service for his Pioneer Hi-Bred seed business to Allen, Kosciusko, Huntington and Noble counties, and the company's crop insurance business is offered to an even larger area.

Here are some of the services offered by Holzinger Seed Service : Pioneer brand products and crop insurance sales, convenient

local warehousing, on-site seed delivery, stocked inventory for in-season needs, weigh wagon services, including yield monitor calibration and local test plots.

EMPLOYMENT & INTERNSHIPS

Holzinger Seed Service has two full-time employees and seasonal part-time help. "I look for people with an agricultural background and with a degree in an ag related field. Eventually I would like to add another full-time employee," said Holzinger.

Holzinger Seed Service heavily supports the Whitley County 4-H and local FFA organizations because the organizations encourage young people to pursue a career in agriculture, and provides them with opportunities to better understand the industry and help instill good work ethics and accountability. "We participate in the ICE program and other internship programs at the high school because it's important to give students the opportunity to experience firsthand, the demands of the business and give them an opportunity to see if this is something they may enjoy as a career path."

Holzinger Seed Service has had nine different college and high school interns over the last 10 years. They're always interested in providing students with internship opportunities to see if the seed business may be of interest to them. As a family owned and operated business, Holzinger values having strong relationships with customers and employees, as well as supporting the local schools and organizations in developing Whitley County into a stronger rural community.



HOLZINGER SEED SERVICE AT A GLANCE

Year Established:

2004

Leadership:

Jason Holzinger, Owner