

1965—

FS HiSOY soybeans are sold and planted in the spring of 1965. Joe Stephens was the first HiSOY product manager (1965-1972), and named the brand.

1970—

Plant Variety Protection Act allowed companies to sell and profit from unique seed varieties, and FS HiSOY soybeans transitioned from blends of public varieties to proprietary ones, selected for the growers who planted them.

1972—

Don Swanlund takes the helm as HiSOY's second product manager. He was responsible for the complete transition from public blended to proprietary varieties.

1986—

Tom Hunsley becomes HiSOY's third product manager, leading the brand for over 24 years – nearly half of its life.

1991—

FS HiSOY reaches 1,000,000 units sold for the first time.

1995—

HiSOY soybeans are offered with the Roundup Ready® trait.

2005—

HiSOY celebrates 40th Anniversary.

2010—

Ken Martin takes the reins as product manager, just in time for the advent of the FS HiSOY Soybeans with Genuity Roundup Ready 2 Yield®.

2013—

FS HiSOY gets a facelift. A new logo and media campaign was launched, spotlighting the brand's legacy status, individuality and steadfast drive into the future.

2015—

HiSOY's 50th Anniversary – celebrating 50 years of legacy.

Through the Years

**Your land is your life. It's your legacy.
And FS HiSOY® Soybeans have been a part
of that legacy for 50 Years.**

The first proprietary soybean brand HiSOY has been a part of your farming operation's success for as long as you can remember. Unmatched performance has always come from the blue bag, and HiSOY continues to surpass the competition - offering the latest in trait technologies and elite genetics that will help you pass your farm on to future generations.

