



EAT. WHEAT. SLEEP. REPEAT.

FALL MANUAL 2023



WWW.REDWHEAT.COM





Eat. Wheat. Sleep. Repeat.

At C&M Seeds we're proud to say we've been Serious About Wheat for 45 Years.

► Knowledge

C&M Seeds is family owned and operated, but our success has grown with the passion, expertise, and hard work of our larger staff family – our Wheat Team. Serious About Wheat, we've focused on building accessible tools, like our seeding rate calculator and plant stand calculator, to help you get your field off to a great start as well as decide how to manage it in season. Visit www.seedingrate.ca and www.seriouswheat.ca to find lots of great information and resources, take our virtual plot tour, and use our dealer locator to find your seed today.

► Performance

Wheat is good for your farm business. Not only is wheat a smart rotational choice for your farm, but global wheat prices remain strong with demand rising. Domestically there are also great contracting opportunities for wheat and the local markets in Ontario have seen steady demand. If you'd like to diversify your farm, and are considering wheat, starting with advice from the Wheat Team and purchasing certified seed from C&M Seeds is a great way to ensure success.

Lastly to you, our valued customers, thank you for entrusting us with your farm's wheat seed needs. Whether you are new to wheat or you have been growing with us for 45 years, C&M Seeds looks forward to helping make wheat a profitable part of your farm. We're proud to say we 'Eat. Wheat. Sleep. Repeat.' and that means our Wheat Team is here to help you find the right C&M Seeds variety for the wheat acres on your farm.

Ellen Sparry
Ellen Sparry
GENERAL MANAGER

► Genetics

We have some exciting new varieties that have been in our breeders' plots the last couple of years and they are starting to come to market. This year we are launching Swoop – a new soft red wheat variety. While there is limited supply of Swoop this year, we look forward to seeing it in action and you can bet we're hard at work testing more of our globally sourced and locally bred genetics with the hopes of launching them soon.

45 YEARS OF WHEAT GENETICS, PERFORMANCE AND KNOWLEDGE.

► TOP QUALITY, HASSLE FREE SEED

Start strong and finish stronger. C&M Seeds provides germination tested, equally sized seed that exceed industry standards.

► INDUSTRY LEADING KNOWLEDGE

The Wheat Team and our trained dealer network know more than anyone in the field about wheat. We literally Eat. Wheat. Sleep. Repeat. – it's all we do. Trust our 45 years of experience when it comes to your winter wheat acres.

► COMMITTED TO INNOVATION

With a long history of bringing new classes and varieties to the market, C&M Seeds remains committed to making wheat the most profitable part of your business.

► TESTING FOR RESULTS

C&M Seeds' research program tests over 1,000 varieties a year from around the world to ensure that Ontario wheat growers always stay ahead of diseases like stripe rust. We test in the same conditions you grow in!

► VARIETIES FOR YOUR SITUATION

Soft reds, hard reds, C&M Seeds has you covered! Clay, loam, or a little bit of everything – The Wheat Team can recommend the right variety for your farm.

► BEST PROTECTION – GUARANTEED

C&M Seeds has proven performance results through our independent research program and we only choose the top performing seed treatment in our trials for your seed.

CERTIFIED SERIOUS



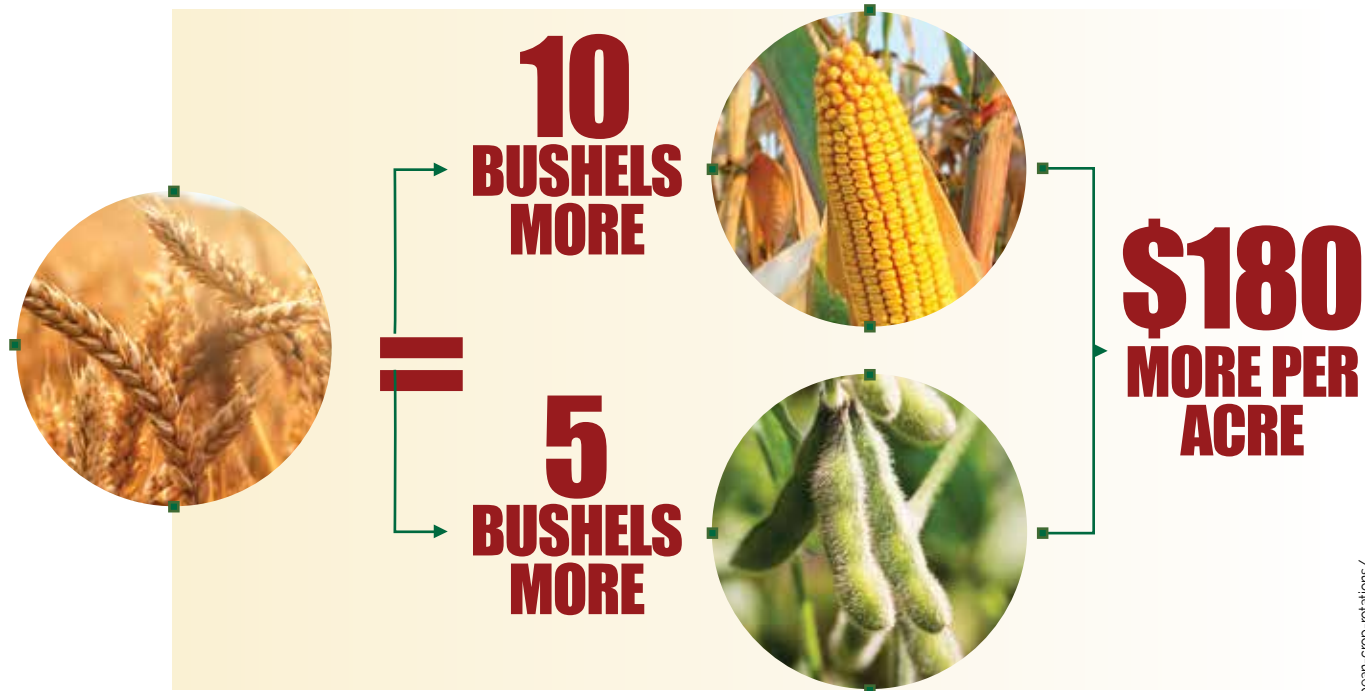
Stripe rust has been a reminder that, to remain profitable, we need to continue to invest in our future genetics not only to stay ahead of ALL diseases but also to maintain our yields. Certified seed can help with this battle! Certified seed delivers known agronomic properties and guaranteed standards for weeds, germination and more!
Remember, strong starts lead to strong finishes.
Make the smart decision this fall. Stop the spread and go hassle free with certified seed from C&M Seeds.



Seriously Profitable.

Growing wheat leads to higher profits across your farm in the future.

Long-term research at the University of Guelph's Ridgetown campus shows that winter wheat in rotation provides an additional 10 bushels per acre to corn and 5 bushels to soybeans. At current crop prices, that means an extra \$180 dollars per acre over a rotation that can be attributed to the wheat enterprise.



Additional studies are also showing that there is no loss to future crops when you sell the straw off your wheat acre, improving the overall bottom line of your wheat crop.

As global climate changes, water availability may become unreliable. Limited water could even limit crop yields. Improving soil structure by including winter wheat in crop rotations could help address both

these issues. Keeping wheat in your rotation will help you **Deliver More** across your entire farm – not just your wheat acres.

PLANT WHEAT

HIGHER CORN YIELDS

HIGHER SOYBEAN YIELDS

Source: <https://www.wagnonomy.org/news/science-news/benefits-wheat-corn-soybean-crop-rotations/>

Seriously Good for Your Farm.

Adding Wheat to Your Crop Rotation Provides Many Great Benefits.



- ▶ Wheat improves soil health and structure when included into a diverse rotation.
- ▶ Wheat spreads your workload out to different times of the year to allow you to concentrate heavier on each individual crop.
- ▶ Wheat helps break disease cycles and lower the risk of compaction in fields.

There are so many reasons to keep wheat in the rotation and maintain a sustainable cropping system, yet we still see a less diversified cropping system in Ontario than ever before!

With all of the benefits that wheat provides, it is time to take wheat seriously. Growing wheat not only makes great money, but also improve the bottom line on your corn and soybean crops as well.

- ▶ Wheat allows for a cover crop system to be easily implemented on your farm.
- ▶ Wheat creates better water infiltration and movement.
- ▶ Wheat increases soil biological activity.
- ▶ Wheat provides an increase in organic matter onto diversified soils.

Take the Guesswork Out of Your Wheat.

We've got the tools you need!

www.SeedingRate.ca

It's as Easy as 1,2,3.

1 Use the **Seeding Rate Calculator** to help you:

- ▶ Choose the proper seeding rate based on your own needs
- ▶ Determine the exact amount of wheat seed you will need
- ▶ Find your final seed population after planting

2 Use the **Fall Performance Calculator**

- ▶ Check after seeding to see what population you achieved
- ▶ Fill in the details to get your actual seeding rate

3 Manage smarter with C&M **Seeds Plant Stand Calculator**

- ▶ Make spring management decisions based on your wheat stand. Determine head counts in your field.
- ▶ Get tips on next steps in the field

www.SeedingRate.ca



SOFT RED WINTER WHEAT

BLAZE

C&M Seeds' top performer, **Blaze** delivers a combination of strong agronomics and high yields. This variety has proven itself year after year across Ontario, with excellent winter survival.

Blaze's big flag leaf and large volumes of straw make it a favourite among producers and its smaller seed size saves money with reduced seeding rates.

SERIOUS GENETICS

- Blaze features the FHB1 trait providing superior FHB/DON tolerance
- Medium plant height variety with very strong standability
- Strong stripe rust resistance

SERIOUS KNOWLEDGE

- *Blaze is becoming a fan favourite across the province. It appears to be popular on all soil types and management styles. Blaze features strong disease tolerance making it an excellent choice for conventional as well as organic production.*

SERIOUS PERFORMANCE



Blaze

Top Features:

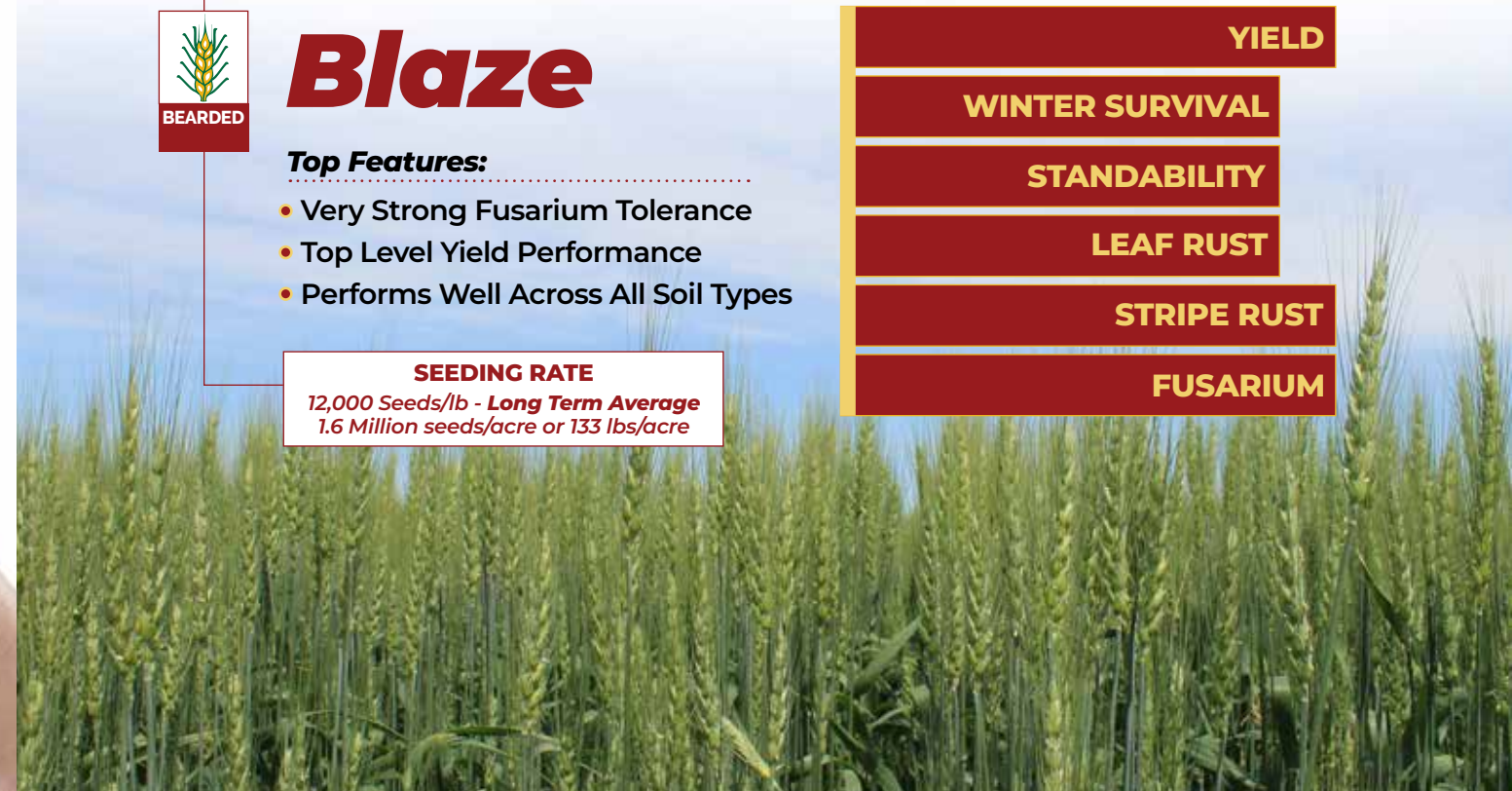
- Very Strong Fusarium Tolerance
- Top Level Yield Performance
- Performs Well Across All Soil Types

SEEDING RATE

12,000 Seeds/lb - Long Term Average
1.6 Million seeds/acre or 133 lbs/acre

POOR						EXCELLENT		
1	2	3	4	5	6	7	8	9

YIELD
WINTER SURVIVAL
STANDABILITY
LEAF RUST
STRIPE RUST
FUSARIUM



SOFT RED WINTER WHEAT

SWOOP



Swoop is the newest variety to the C&M Seed line-up. Highly adaptable across Ontario it is a medium-tall variety with lots of straw.

Swoop has a strong agronomic package with excellent yields and strong disease resistance.

SERIOUS GENETICS

- Tall plant with good lodging resistance
- Good all-around disease package and good fusarium tolerance
- Excellent winter survivability with top yields

SERIOUS KNOWLEDGE

- *Swoop is turning into an area 3 performer. With all of our regional testing, this new variety improves for yield the further east you move. Just remember that tall varieties sometimes need a PGR. Place Swoop in Area 2 or Area 3.*

SERIOUS PERFORMANCE



Swoop

Top Features:

- New, Awnless SRW variety
- Strong Yields in Area 2 & 3
- Taller variety with good standability

SEEDING RATE

11,500 Seeds/lb - Long Term Average
1.6 Million seeds/acre or 139 lbs/acre

POOR									EXCELLENT	
1	2	3	4	5	6	7	8	9		



SOFT RED WINTER WHEAT

HILLIARD



Hilliard is a strong performer in the C&M Seeds' soft red lineup that fits well across the province. With very fast emergence and above industry tolerance to all current leaf diseases, Hilliard's racehorse characteristics

make it a great candidate for intensive management. Light green in complexion, it emerges quickly, tillers well in the fall and starts off growing very early in the spring.

SERIOUS GENETICS

- Strong emergence – performs well under intense management
- Excellent resistance to leaf diseases and good fusarium tolerance
- Short height, strong standability

SERIOUS KNOWLEDGE

- *Hilliard has proven to perform extremely well when planted late. This variety has won the Palmerston research station trials for multiple years and really pulls away in seasons where we touch the ground in October.*

SERIOUS PERFORMANCE



Hilliard

Top Features:

- Early Starter in Fall & Spring
- Racehorse Variety
- Suitable for Intensive Management

SEEDING RATE

12,400 Seeds/lb - Long Term Average
1.6 Million seeds/acre or 129 lbs/acre

POOR									EXCELLENT	
1	2	3	4	5	6	7	8	9		



SOFT RED WINTER WHEAT

CRUZE

Cruze soft red winter wheat has established its roots across Ontario, but loves the growing zone south of London. Cruze excels under both high

management scenarios as well as in traditionally managed fields and offers excellent threshability with big straw volumes for a shorter variety.

SERIOUS GENETICS

- Strong emergence
- Excellent fusarium and stripe rust tolerance
- Exceptional late season plant health

SERIOUS KNOWLEDGE

- *Cruze has become "old faithful" in the C&M lineup. Cruze is still hard to beat on clay and features a great disease package. Although Blaze has some benefits, Cruze has proven for many years to be reliable and right at the top of the pack.*

SERIOUS PERFORMANCE



Cruze

Top Features:

- Early Starter in Fall & Spring
- Racehorse Variety
- Suitable for Intensive Management

SEEDING RATE

13,000 Seeds/lb - Long Term Average
1.6 Million seeds/acre or 123 lbs/acre



HARD REDS

SERIOUS VARIETIES PROVEN TO DELIVER

HARD RED WINTER WHEAT

SEEDING RATE
12,000 Seeds/lb
Long Term Average 1.6 Million seeds/acre or 133 lbs/acre



PRO 81



Serious Yield and Protein

Top Features:

- Excellent yields with a very powerful quality profile
- High protein levels and a very desirable functional profile
- Medium height variety desired by millers



HARD RED WINTER WHEAT

SEEDING RATE
10,250 Seeds/lb
Long Term Average 1.6 Million seeds/acre or 156 lbs/acre



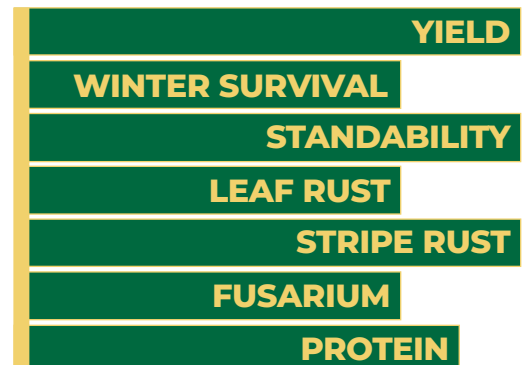
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Serious Disease Performance

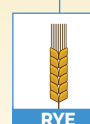
Top Features:

- Great yield, functional quality, and protein scores
- Excellent tolerance to fusarium head blight and leaf diseases
- Short stature, strong standability



HYBRID RYE

SEEDING RATE
Sold by Live Seed Count



Brasetto

Serious Yield and Demand

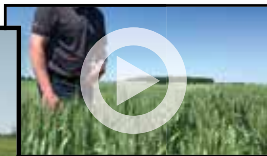
- Very high yielding
- Delivers higher quality production than traditional rye varieties
- Responds to higher level management programs





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**If You're Serious About Wheat Visit
www.wheatplot.ca**



Take virtual plot tours with the C&M Seeds Wheat Team.

Watch Quick Picks with our top recommendations for the different growing zones.

Plus, you'll find more great tools and information:

- Use our Seeding Rate Calculator, Fall Performance Calculator and Stand Calculator.
- Learn more about our hard red and soft red varieties.
- Find a Dealer and book your seed.

45 YEARS & COUNTING



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