



# SERIOUS ABOUT WHEAT

SERIOUS GENETICS FOR SERIOUS GROWERS



2018 FALL WHEAT GUIDE



# Still the Wheat Experts



## 40 YEARS OLD AND ALWAYS LOOKING AHEAD

**C&M Seeds** has a lot to celebrate after four decades in business, but we're not dwelling on the past. Instead, we're always looking at how we can use our expertise to bring you — the experienced and discerning wheat producer — the newest wheat varieties and leading-edge technology.

## WE'RE ON THE RIGHT SIDE OF HISTORY

C&M Seeds began in 1978. A lot has happened in that time. We've paved the way for a wheat revolution in Ontario — 95% of all wheat grown here is now red wheat, our specialty. We've made our mark as the authority on wheat. We're proud of what we've done but are even prouder of what we're doing now — and will do in the years ahead.

## WE'RE ALWAYS INNOVATING

In addition to changing the world of wheat, C&M Seeds has revamped the rye market in Ontario by introducing hybrid rye, the first hybridized cereal in Canada. It comes with significant IP opportunities and big yield advantages over traditional rye. It's also prized by millers and distillers, which brings us to another major accomplishment we're celebrating...

## WE OPEN NEW MARKETS

We're unique as a company in that we connect our genetics to end use markets where opportunity exists. Our customers don't just grow wheat — they plug themselves into the global market that offers them new opportunities to feed the world.

## WE'RE CONNECTED TO THE WORLD

We have partnered with breeding programs from around the globe. That means we not only offer worldwide genetics adapted to our region, but we network with and learn from the best breeders of today. Because of this, we can pass that expertise on to our customers to help them in their farming decisions.

**40 YEARS** is a long time, and although we've made the most of that time, new technology allows us to introduce new varieties faster. In 2019 we'll launch up to three new wheat varieties, and more are coming down the pipe. We look forward to the journey ahead, and bringing you — the wheat producer — right along with us for the ride!





# Serious Wheat. Serious Profits.

## GROWING MORE WHEAT LEADS TO HIGHER PROFITS

**Bill Deen** recently rolled up his sleeves, grabbed a calculator and studied long-term rotation trials that looked into the potential benefits of incorporating wheat into a cropping system. **Deen, Associate Professor in the Department of Plant Agriculture at the University of Guelph**, presented his findings to attendees of the annual Certified Crop Advisor conference in 2016.

This study concluded that over several years, corn crops in a farming system that includes wheat in the rotation proved to yield 5% more than a farming system that did not include wheat. Similarly, soybean crops yielded 8% higher. Using provincial averages and current market prices, this amounts to roughly \$40/acre in incremental revenue to support the inclusion of wheat. **Bottom line: grow more wheat in your cropping system and you WILL make more money!**



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**5% MORE**



**8% MORE**



# Sustainability.

## IT STARTS WITH WHEAT

There are so many great reasons to include wheat into a healthy cropping system.

- Wheat improves soil health and structure when included into a diverse rotation
- Wheat allows for a cover crop system to be easily implemented on your farm
- Wheat spreads your workload to different months of the year, allowing you to concentrate on optimum timing for cropping activity
- Wheat will allow for better water infiltration and movement through the soil profile in heavy rain events
- Wheat can break disease cycles and lower the risk of compaction in fields
- Wheat can provide an increase in Organic Matter in diversified soils, and increases soil biological activity

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 also clear that more needs to be done to ensure that growers take wheat seriously. Serious wheat growers not only make great money by growing wheat, but also improve the bottom line on your corn and soybean crops as well.

**It's time that we give our wheat crop the attention it needs – It's Time to Get Serious About Wheat!**





# Start Strong. Finish Stronger.

## THE BEST FIELDS HAVE THESE THINGS IN COMMON

Our **Expert Agronomists** and team of **Professional Dealers** spread across the province know that there is a set number of factors to consider when growing wheat. Getting serious about wheat actually starts with your soybeans! *Use these tips to get Serious About Wheat on your farm.*

### ● PLANT EARLIER SOYBEANS

We know we need to maximize the yields of all crops, but we must do so without hurting another crop. Plant early enough soybeans to allow for timely wheat planting. Beyond optimal dates we lose 1 bu/acre for every day we delay planting of wheat.

### ● IT STARTS WITH HARVEST OF THE PREVIOUS CROP

Spread your residue evenly to ensure the best, and most even emergence.

### ● SEED TREATMENTS MAKE A DIFFERENCE

The value of a professionally applied seed treatment has never been higher. C&M always chooses the top performing seed treatment package to ensure your fields do what they should – **Perform!**

### ● MARKETING NEEDS TO GET MORE ATTENTION

Harvest is typically the lowest time of the year to price your wheat. Serious wheat growers will know their cost of production, and have a marketing plan in place that takes advantage of higher priced marketing opportunities!

### ● THE RIGHT VARIETY FOR YOUR FARM

Not every variety works on every farm. We can help you choose the right variety for your specific soil type, disease spectrum, cropping type and market class.

### ● UTILIZE C&M SEEDS DEALER NETWORK

Our highly trained, professional dealer network has tremendous CCA experience and you can count on them to provide you with the edge you need this fall.

### ● MANAGE FOR PROFIT!

Too many fields will receive either too late or too low of an application of Nutrients. Manage intensively to produce maximum yield potential and profit per acre!

### ● STARTER FERTILIZER

Get it in the row – Starter fertilizer value has never been higher. Yield impact can be anywhere from 5-20 bu/acre.

### ● SEEDING RATE MATTERS!

Growers should aim for planting 1.6 M seeds/acre at optimal date for region. If earlier, cut seeding rate by 100,000 seeds per week. If later, bump the seeding rate by 100,000 seeds per week.

# Say Hello to Drew.

If you manage your wheat for top performance, this **Soft Red Winter Wheat** variety could be the perfect fit.

**Drew** has proven itself in the market for the past two growing seasons. It prefers to be managed with a combination of high fertility rates and fungicide sprays and stands up to the test! Drew has a great ability to stand through some of the most rigorous management scenarios – growers have a tough time laying it down. Drew makes a pretty looking wheat field and harvests very well with its highly-touted threshability

### Stands & Yields

A medium plant height variety, Drew has a very strong rating for fusarium as well as other leaf diseases. Although Drew is susceptible to stripe rust, it withstands the disease very well when it has a fungicide applied. In most scenarios where growers choose Drew, they are also using fungicides in their program, limiting stripe rust risk substantially.

### Growing Areas

Drew appears to fit right across the province, but definitely excels in loamy soil types. If you are in the rolling hills of the Hanover region or the flat soils of the Chatham region, Drew performs at the top of its class for yield when put to the high management test. Drew is also the earliest maturing of our Soft Red varieties. Drew was named after the hamlet of Drew, Ontario, which features rolling landscapes and multiple soil types, but boasts some excellent yield potential when managed properly.





# Cruze Satisfies.

You'll be happy – it has **great yield & fusarium tolerance** and is a grower favourite south of London

**Cruze** Soft Red Winter Wheat is in its third year in the marketplace. Growers have loved the widespread adaptability of this variety. Cruze seems to excel under both high management scenarios as well as in traditionally managed fields. Cruze combines the ability to achieve top yields when going to intensive management scenarios with the survival required to handle tougher soil conditions

## Clean & Green

Cruze is a medium variety in plant height. It has proven to have excellent Fusarium control and also withstands the pressure of stripe rust very well in areas of midwestern and southern Ontario that have experienced high pressure for the past 2 seasons. The threshability of Cruze is very good as well, making harvesting a breeze.

## Growing Areas

The London and south region has made Cruze an absolute market favourite there. Even though that's where it excels most, this variety has proven itself to perform well in the rest of Ontario as well. From Palmerston to Hensall and right up to the Central Ontario 401 corridor, Cruze has performed along with the rest of the market leaders and excelled with strong disease tolerance.

# CM614 - Workhorse.

**CM 614** is a **clay soil type leader**, this hardy variety tops many trials in marginal soils.

**CM 614** has been a leader in Ontario for nearly 10 years. This variety is robust and survives extremely well in almost all conditions, as well as being very visually appealing after planting and early in spring. CM 614 typically prefers to challenge itself with placement onto clay soil types and outperforms all of its competition in that soil type. With strong tillering capability, CM 614 wins over tough soil conditions — a real workhorse variety.

## Proven Performer

CM 614 is a medium-tall variety, which allows growers to harvest an ample amount of high-quality straw as well as high-quality Soft Red wheat grain. CM 614 was our leader for fusarium head blight control, but newer varieties Drew and Cruze seem to improve even further on its already strong fusarium control.

## Growing Areas

Area 3 (Ottawa Valley region) loves CM 614 because it has some of the strongest winter survival ratings in the market. Even in tough winters like the one we just experienced, CM 614 has strong survival. It also excels in the Haldimand, Niagara and Alvinston, Wyoming regions because of the predominantly clay soil type. CM 614 tops many trials in marginal soils.

## SOFT RED WINTER WHEAT



BEARDED

SEEDING RATE  
1.6 Million seeds/acre  
or 125 lbs./acre

# Cruze

### Top Features:

- Great Disease Package
- Great Fusarium Tolerance
- Performs well across multiple soil types



POOR			EXCELLENT						
1	2	3	4	5	6	7	8	9	

YIELD

WINTER SURVIVAL

STANDABILITY

LEAF RUST

STRIPE RUST

FUSARIUM

**Cruze seems to excel under both high management scenarios as well as in traditionally managed fields**



## SOFT RED WINTER WHEAT



NON BEARDED

SEEDING RATE  
1.6 Million seeds/acre  
or 145 lbs./acre

# CM614

### Top Features:

- Excellent Winter Survival
- Great Tillering Variety
- Great Stripe Rust Tolerance



POOR			EXCELLENT						
1	2	3	4	5	6	7	8	9	

YIELD

WINTER SURVIVAL

STANDABILITY

LEAF RUST

STRIPE RUST

FUSARIUM

**CM 614 wins over tough soil conditions — a real workhorse variety**









# We Make Your Wheat Stronger.

You grow wheat because you know it is important to your soil. You grow wheat because it spreads your risk. You grow wheat because it makes you money. You take wheat seriously, just like every other part of your business. ***You need serious seed – and we have it.***

## TOP QUALITY, HASSLE FREE SEED

We provide germination tested, equally-sized seed that exceeds industry standards — allowing you to focus on the rest of your business. ***Start Strong and Finish Stronger.***

## BACKED BY INDUSTRY-LEADING KNOWLEDGE

Our team of agronomists and professional dealerships know more than anyone in the field. ***We Know Wheat – it's all we do.*** Trust the wheat experts when it comes to your winter wheat acres.

## COMMITTED TO INNOVATION

With a long history of bringing new classes and varieties to the market, we will continue to work at making wheat the most profitable part of your business. ***We have the genetics you need to succeed!***

## TESTING FOR RESULTS

Our 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 — our varieties succeed with management!

## THE BEST SEED TREATMENTS, GUARANTEED

We have proven performance through our independent research program and choose only the top-performing seed treatment in our trials for your seed. ***Make Certified Seed better with the best seed treatment!***

## VARIETIES FOR ANY SITUATION

Soft Reds, Hard Reds — we have you covered! We're leaders in both classes and always looking for more! Clay, loam, or a little bit of everything — we can recommend the right variety for your farm.



## Serious about wheat for over 40 years

C&M Seeds has been specializing in introducing new classes, varieties and market opportunities to the Ontario wheat market for over 40 years. Our goal is to keep right on doing this in order to improve wheat on your farm. We are working for you, growing wheat to its full potential!

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