

GENETICS • PERFORMANCE • KNOWLEDGE

SERIOUS WHEAT

FALL MANUAL 2022





ELLEN'S MESSAGE

Genetics. Performance. Knowledge.

What a year it has been. I can't tell you just how happy the C&M Seeds Wheat Team is to be getting back in the fields with you in person. The last couple of years have challenged the way we do business, and we want to say thank you to all our customers for growing with us during this period of change.

What hasn't changed is our mantra – Serious About Wheat – and the core pillars of what we deliver to you, our growers:

- Serious Genetics
- Serious Knowledge
- Serious Performance

As we move into the next growing season C&M Seeds remains focused on delivering the best wheat genetics for Ontario and Eastern Canada producers, being your go-to resource for growing wheat and ensuring wheat is profitable on your farm.

Genetics

C&M Seeds is known for its soft red and hard red winter wheat varieties. This year we have lots of new genetics we're evaluating in our breeder plots. We're excited to see how these globally sourced and locally bred varieties perform in Ontario and hope that we'll be launching some of these new varieties for you in the coming years.

Knowledge

The Wheat Team has been hard at work to improve the tools and resources available for wheat growers. We've invested in online tools such as our seeding rate calculator and the new stand assessment calculator to help you get your field off to a great start as well as decide how to manage it in the early parts of the season. Visit www.seedingrate.ca to use it today.

If you haven't visited www.seriouswheat.ca lately there is lots of great information and resources available to help you find the right seed. Take our virtual plot tour to learn about our C&M Seed varieties and then use our dealer locator to find you seed.

Performance

Globally wheat prices are stronger than ever due to demand and instability in international markets. This makes now the right time to add wheat to your farm – especially with the rotational benefits it will provide for future crops.

In Eastern Canada, milling demand remains strong for domestic hard wheat and this can help you secure better value for your hard wheat. As in the past, we expect you will see contracts similar to the food grade bean market to help trade partners secure tonnage. Starting with advice from the Wheat Team and purchasing C&M Seeds certified seed is a great way to ensure contract success.

Whether you are new to wheat or a long-time grower – who is Serious About Wheat – C&M Seeds looks forward to helping make wheat deliver more on your farm. We love to talk about wheat and the 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

COMMITTED to EXCELLENCE

Congratulations to Ellen Sparry as she enters her second year as the **President of Seeds Canada**. Seeds Canada is the industry association of the Canadian seed sector, representing seed growers, analysts, breeders, distributors, processors and all stakeholders along the seed value chain.

Ellen played an active role in the formation of **Seeds Canada**, which saw four separate industry associations – the **Canadian Plant Technology Agency (CPTA)**; the **Commercial Seed Analysts Association of Canada (CSAAC)**; the **Canadian Seed Institute (CSI)**; and the **Canadian Seed Trade Association (CSTA)** – come together to create a stronger lobbying group able to offer greater benefit to its members. Seeds Canada celebrated its first anniversary on Feb 1, 2022.



Serious Tools for Serious Growers.

Your seeding rate counts!
 Take away the guesswork, visit www.seedingrate.ca

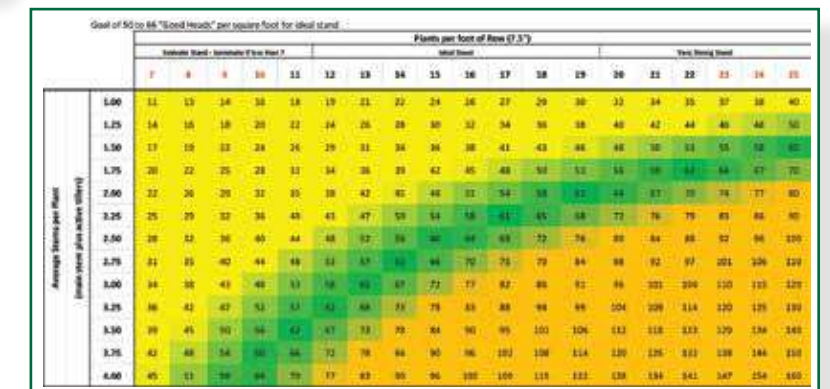
C&M Seeds' seeding rate calculator can help you:

- ▶ 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

NEW for 2022!

Is Your Field in the SWheat Spot?
 Find Out with Our **Stand Assessment Calculator.**

C&M Seeds has added a new tool to assist you with your spring management decisions. Enter your field information and find out if your field is in the SWheat spot and get tips and agronomic advice.



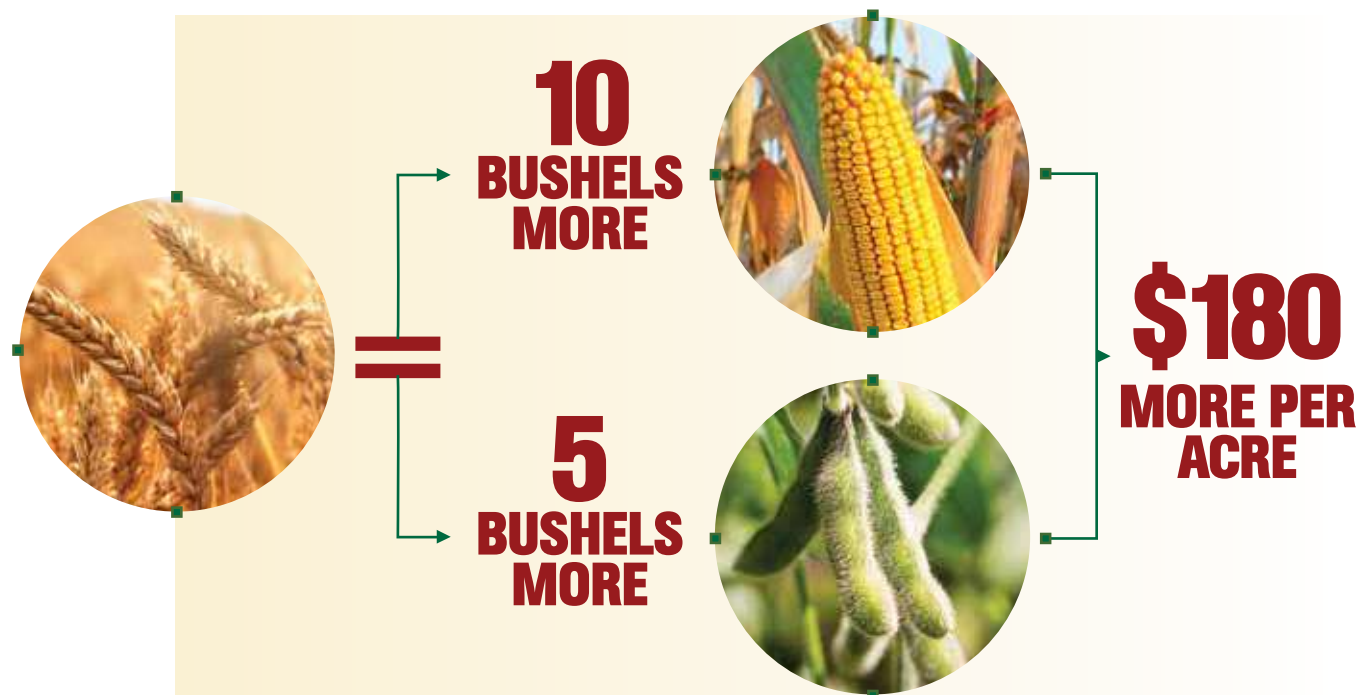
➔ **Manage your crop with confidence. Keep yourself in the green.**

www.seedingrate.ca

Good for Your Bottomline.

More Wheat Leads to Higher Profits in Following Crops.

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.

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

PLANT WHEAT

HIGHER CORN YIELDS

HIGHER SOYBEAN YIELDS

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 or 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.

Get Serious with C&M Seeds.

● TOP QUALITY, HASSLE FREE SEED

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

● BACKED BY INDUSTRY LEADING KNOWLEDGE

The Wheat Team and trained dealer network know more than anyone in the field about wheat. **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, C&M Seeds continues to work at making wheat the most profitable part of your business.

● THE BEST PROTECTION – GUARANTEED

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

● 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 – our varieties succeed with management!

● VARIETIES FOR YOUR SITUATION

C&M Seeds have proven performance results through our independent research program and only choose the top performing seed treatment in our trials for your seed. Making certified seed better with the best seed treatment!



Mother Nature does her best to remind us how important certified seeds can be to long term sustainability. Stripe Rust has been a reminder that, to remain profitable, we need to continue to invest in our future genetics to stay ahead of ALL diseases also to grow more. We must also slow the spread of glyphosate tolerant weeds that are creating concerns in many parts of Ontario.

Certified Seed can help with this battle! Certified seeds carry the highest standards for weeds, germination and more! Remember, strong starts lead to strong finishes. You may think you are saving money, but in the long run, it will cost you more. Make the smart decision this fall. **Stop the spread and go hassle free with certified seed from C&M Seeds.**

BLAZE

Strong Agronomics and High Yields.

This **Soft Red Winter Wheat** has proven itself year after year as a top performer with excellent winter survival. Blaze usually features a smaller seed size allowing growers to save money with

reduced seeding rates. Blaze was named for its scorching performances in side-by-side and field scale trials completed before registration.

SERIOUS GENETICS

- Blaze features the FHB 1 trait providing superior FHB/DON tolerance
- Medium plant height variety with very strong standability
- Strong stripe rust resistance

SERIOUS KNOWLEDGE

With C&M's extensive knowledge and industry experience, we know how important quality is. Blaze gives you the maximum opportunity to succeed on the most challenging years. Its big flag leaf and large volumes of straw will make it a fan favourite.

SERIOUS PERFORMANCE



Blaze

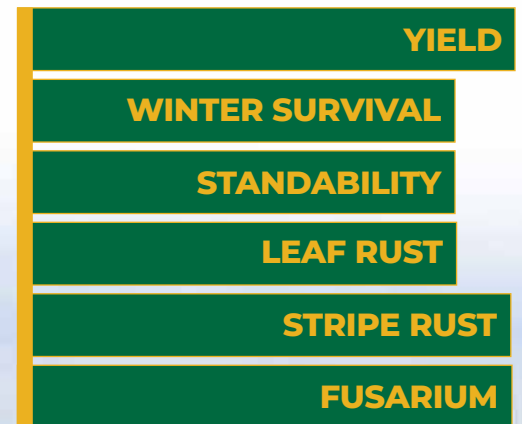
Top Features:

- 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



HILLIARD

Serious Emergence, Great Standability.

High Yielding Soft Red Winter Wheat.

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
- Medium height, strong standability

SERIOUS KNOWLEDGE

Growers have provided positive reports of excellent threshability, making harvest a breeze. This variety has a very uniform canopy, noticeably bright straw and excellent standability. We have seen it perform at its best when it is placed in a high yield environment.

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



CRUZE

Serious Favourite. Delivers More with Strong Yields.

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

The proven performance of Cruze handles the heat and stresses of even the warmest parts of Ontario. A southern Ontario long term favourite, but still fits almost anywhere. Our favourite feature is its clay performance and consistently small seed size.

SERIOUS PERFORMANCE



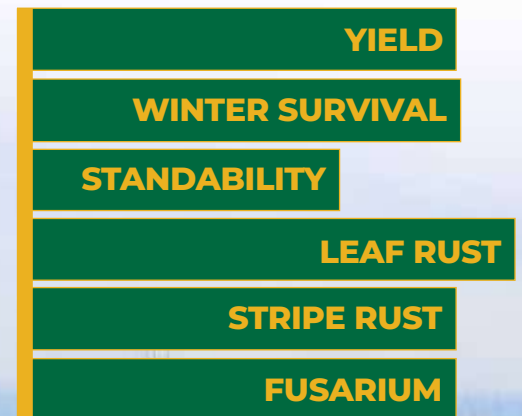
Cruze

Top Features:

- Great disease package
- Great fusarium tolerance
- Best on loam soil types

SEEDING RATE

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



HARD REDS

HARD RED WINTER WHEAT



BEARDED

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

PRO 81

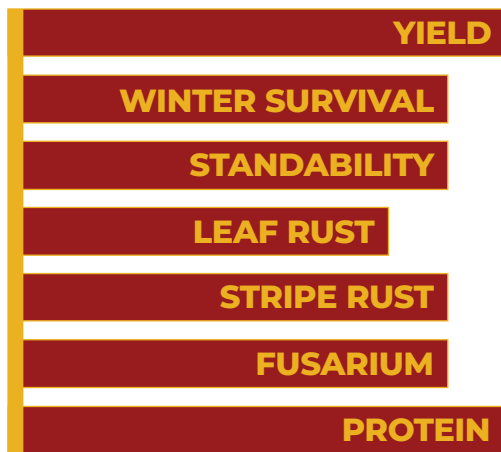


Serious Yield and Protein

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

POOR									EXCELLENT	
1	2	3	4	5	6	7	8	9		



HARD RED WINTER WHEAT



BEARDED

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

Adrianus



Serious Disease Performance & Quality

Top Features:

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

POOR									EXCELLENT	
1	2	3	4	5	6	7	8	9		



HARD RED WINTER WHEAT



BEARDED

SEEDING RATE
10,000 Seeds/lb - Long Term Average
1.6 Million seeds/acre or 160 lbs/acre

Lexington

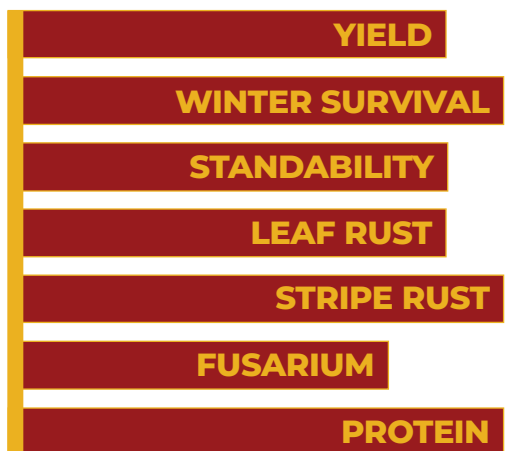


Serious Emergence and Durability

Top Features:

- With quick emergence, for a strong start
- Competitive yields with a very strong functional profile
- Awned variety with large kernels, produces high volumes of straw

POOR									EXCELLENT	
1	2	3	4	5	6	7	8	9		



HYBRID RYE



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

POOR									EXCELLENT	
1	2	3	4	5	6	7	8	9		



C&M Seeds has been specializing in introducing new classes, varieties and marketing opportunities to the Ontario wheat market for over 40 years.
We Are Serious About Wheat.





Serious Wheat 24/7

Visit www.wheatplot.ca and take a virtual plot tour with the C&M Seeds Wheat Team.

- Get variety recommendations for your growing area.
- Use our **Seeding Rate Calculator** and **Stand Calculator**.
- Learn about our **Hard Red** and **Soft Red** varieties.
- Find a dealer and book your seed.

Genetics, Knowledge and Performance that Deliver More.
C&M Seeds - Serious About Wheat.



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