



WELL, YOU DID IT!

Despite spring frosts, May snowfall, lack of rain and way too much rain, heat records, massive fires and a harvest that was early but for some has gone on for 'ever' – you doubled our corn sales and have won a large number of side by side, 3rd party and strip trials. Can I get a #BOOM! Please?

I'm not your mother, but I am proud of the whole dealer network and the crew at Quarry Seed. You got on board. You got the product in the ground and put it up against some incredible competitors. We haven't won them all, we never will, but we have won enough in enough areas to demonstrate that we have something important here to sell. Something you can stand behind. Something you can trust.

Thank you for the support. Thank you for the early bookings. We have three times as much seed booked so far as compared to this time last year. So, let's refresh on what we have to sell. A few points on who we are selling against, some tools to share with your clients and a look back on some of what came out of the field this season.

Please, as you did last year. Let's get trials in the ground. Please get me out for dealer meetings or just taking a client or four to lunch to talk shop. Get out to the tradeshow and bring some clients with you. Use this time of year to your advantage, you really have something worth selling: yourself as well as an excellent product.

Love your Clients, KNOW your Competition

What do you do in an early sales call situation with a potential client? Ask questions and LISTEN. Learn not only about them but about what is important to them regarding the products they buy: high yielding, lower moisture, leafy, short, or just good, sexy corn. Learn their situation and needs.

Do NOT ask them what they like about a competitor product. Please do not engage in why a competitor is 'great'. Simply ask what is important to them because if you have done your homework, you KNOW what that competitor product provides. How do you do this? Websites, catalogues, trial results (ours and theirs), field scouting. Then in your mind define how we stand out or compare in the ways that relate to your clients' needs.

Some useful information to help with your Competitor knowledge:

- Details on Trait Stack Differences: visit www.quarryseed.com or www.thunderseed.com under Corn (Canadian Corn) for the BT Comparison Tool PDF
- Details on Selling against Pioneer traits: See above for Mark Dostal: Monsanto US presentation
- Please make use of competitor websites for seed guides, one pagers and updates

...❖ Note: Our trials can also be found on the websites and will be available in hardcopy for those who desire.



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3 TYPES of Corn

1.

Grain

Thunder Grain Corn has had a very successful and exciting season! Our yields are excellent to very good. Our moistures are steady and, most importantly, the vigor and standability have proved excellent through some very difficult weather this season: spring frosts and snow, too much rain, not enough rain and a long harvest. We have a new short season grain corn that is looking very promising in the heat range. Note as well, that some of the higher heat grains have proved themselves as silage options (and grazing).



TH4578RR 2200 CHU/
TH7578VT2P 2225 CHU

- The star in many trials this year!!
- The full dent cob is long and the kernel depth is excellent providing a lot of grain
- This is a med tall plant with good leaf production and it could be silaged or grazed in certain areas
- In the West Coast this is an excellent low heat unit silage option



TH4574RR 2075 CHU/
TH7574VT2P 2100 CHU

- Low heat unit option with an excellent dry down to yield ratio.
- Full dent cob, quick to tassel and pollinate
- This is a medium tall plant with good leaf production
- The standability of this plant is excellent.
- The yield potential on this product is very good. The dry down is excellent.



TH7673VT2P

NEW! TH7673VT2P 2050 CHU

- Lowest heat unit in the line up
- Medium height, QUICK dry down
- High bushel weight
- Very good to Excellent yield potential in Heat Unit Range
- Check out the trials



TH7677VT2P

TH7677VT2P 2175 CHU

- This product is a partner in crime to 7578VT2P
- It has similar dry down and is close in yield potential
- Less height than 7578VT2P and great set up of kernel
- Had successful trial season and would be a great companion in field with 7578VT2P



3.

Silage

A strong growing season has seen success in the trials and the fields for our Silage varieties. We have said goodbye to the old guard and brought on a couple new contenders. Yes, more will follow next season.

...❖ Note: a couple trials even support our newest member (TH7681VT2P) it could be used as a high yielding grain in the warmer corn growing areas! Remember that despite grain prices, silage will always sell but knowing more than just seed does help a dealer provide service/support to growers (harvesting, ensiling, feedout).



TH7681VT2P

NEW! TH7681VT2P 2350 CHU

- A tall showy high yielding addition to the Thunder line up!
- Full dent for very good Drydown
- 16-18 rows
- Good standability, wide leaf and mid cob placement
- Semi Flex
- Topped a couple S. MB grain trials demonstrating how much grain you can access in your silage.



TH3378

TH3378 Conventional 2250CH

- Tall, full dent corn
- Mid placement corn
- High yield potential in better soils
- Good silage option and could be harvested for grain if dry down could be managed.



TH4126RR

TH4126RR 2250 CHU

- (available in Conventional & Organic)
- This is a strong sister to 2146RR (see latest trials)
 - This product is flint/dent, pineapple leaf and great cob placement
 - 14-16 rows
 - The product mirrors 2146 vigor and is quick out of the ground looking strong early in the season
 - The quicker dry down has proven true this season
 - Strong silage option with Grazing potential in shorter season areas.

2.

Grazing Corn

Grazing corn is gaining interest and acres. We have products in Silage/Grain sections that can be grazed but we carry this high heat as a companion to a lower heat.

PLEASE REMEMBER:

- Mix a couple varieties. A higher and lower heat unit corn make for a high energy mix that ensures grain overload won't be an issue.
- Fence the fields and move that fence in a timely fashion
- Cows like sweet just like humans, they will eat cobs and leaves first and then stalk. Ensure you have a palatable plant and they will clean up that stalk.
- A very low heat unit product that has completely dried down is NOT your goal. The kernels will not be broken down well and will go through the animal.

...❖ Note: most of the mid heat unit silage corn can be used as grazing along with:



TH4188RR

TH4188RR 2750 CHU (formally named 4689RR)

- It is a tall corn with a mid placed cob
- The grain potential on the plant is high
- The yield is consistent
- The Drydown in the West will rarely occur but this year it actually finished in many MB and even BC trials proving it was a successful silage option in the correct conditions.



Soil and Feed Tests:

It is very simple to discuss the importance of testing your soil or getting a feed test to compare feed value between different silage products, but once that test result sits in your hand or on your screen... what does it mean? The detail on both types of tests are incredibly specific and every client will be different in how much they garner from these results or how they apply them to their business.

Almost all Provincial Ag bodies can provide information on which labs are available and some breakdown of various components of tests. Note that different Provincial Ag group's recommendations may not meet the desires of the grower. They are simply guidelines. Often, looking to the lab's recommendations you can see a better variance to work within. Many labs also have a "how to interpret" your results and these sections are invaluable. As a salesperson, these reports can go toward understanding needs your clients have that maybe they do not even realize. Sometimes producers can become fixated on the mighty Nitrogen and Phosphorous or on the silage side, the Relative Feed Value, but remember – pH of soil affects uptake. Sulphur is a quiet yet very important part of corn development, starch is incredibly important to a silage ration and digestibility factors affect intake of feed.

What is key is to be informed so you can provide an extra level of service to your client as well as be prepared how a competitor may try to use those results.

- www.gov.mb.ca/agriculture
- www.agriculture.gov.sk.ca
- www.agric.gov.ab.ca
- www.farmwest.com





Dealers Desk

Some Wonderful shots from around the Fall Harvest this year. Thanks for the photos and please keep them coming through the season. We love seeing them and making them available at Launches, Trade shows, etc. Thanks to all for your support in the Trialing this year. Wonderful to have the results.

Reference trials results via email and on website:
www.quarryseed.com and www.thunderseed.ca



Goss's Bacterial Wilt (Goss's Wilt)

CAUSE: Bacterium – *Clavibacter michiganensis* subspecies *Nebraskensis*

TWO PHASES: Leaf Blight Phase and Systemic Wilt Stage

BLIGHT PHASE is commonly observed:

- Long large tan lesions at the center of leaf
- Water soaked look with black flecks
- Bacterial ooze can be seen
- Makes leaf look shiny
- Can be confused with drought stress or chemical burn

SYSTEMIC PHASE:

- Looks like drought stress and can wilt/die prematurely
- Crack open stalk and see if infected tissue (orange/brown)

ISSUES:

- The bacteria can overwinter in crop residue and can enter corn through wounds (hail or wind damage)
- Hot dry weather will slow the disease
- Continuous corn production & reduced tillage can increase chance of disease

MANAGE:

- Rotation
- Tillage practises
- Using product with some resistance



Did you know?



In production of seed corn, female seed must be de-tasseled prior to pollinating by the male seed 'cross'.

How many times do these plants have to be de-tasseled?

Answer:

- 1 machine cut
- 2 machine pulls
- 2 - 3 times hand-pulled with a labour crew

ON A GREAT TRIAL DAY!

Ron and Carol Gendzevich, Alexis Arthur and Shawn Rempel

❖ Thanks to Kelly Tait for the wonderful photos!



Thanks for visiting Corn Crib Notes.
Next installment: Spring 2016: ready, set, go!

Please call me for assistance with grower meetings or any sales questions. See you at the upcoming shows!