



PRIDE SEEDS

FOCUS ON
PERFORMANCE

2017 YIELD GUIDE

WESTERN CANADA



AT PRIDE SEEDS WE MEASURE OUR SUCCESS BY YOURS.

Each year, as farmers we face challenges. Weather, markets, government regulations and restrictions are just a few that we face and will continue to face each year. However, through these challenges we can realize opportunities. At PRIDE Seeds, we work hard to be your go-to seed partner. We treat your business as if it were our own and we strive to help you overcome challenges and help you maximize your opportunities for growth and profit.

OUR FOCUS IS PERFORMANCE.

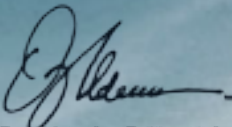
Our focus begins with providing you with best-in-class genetics and leading seed traits, combined with seed treatments to maximize your field performance. Through AgReliant Genetics, we have one of the largest corn breeding and testing programs globally. Over 100,000 hybrids are tested at over 150 research locations in North America, with the best taken to our pre-commercial testing program in more than 550 NET (New Experimental Trial) plots across Canada and the United States.

But our focus doesn't stop there. We pride ourselves on providing you with superior customer service, agronomic advice and decision support to help you achieve your personal success.

OUR DIRECTION IS SIMPLE.

We take ownership by providing you with the right seed solutions for your farm operation. We treat each of your fields as though they were our own. By doing so, we have a vested interest in your farm's performance. Our goal is to be as proud of your fields as you are. We want to stand proud with you on your headland – proud of the fact that we play a key role in generating the highest yield potential possible.

We thank you for your business and look forward to working with you in 2017.



DOUG ALDERMAN CCA-ON
Vice President Sales and Marketing
🐦 @KERNAL_D

CONTENTS

Grain Corn Hybrids	05
TRS Total Ration Solutions.	12
Silage Corn Hybrids	14
Forages	18
Soybean Varieties	19



PRIDE SEEDS



Our success is based on our ability to earn your business every year – both in terms of product performance and perhaps most importantly, how our team meets your needs with product and agronomy information. Our goal at PRIDE Seeds is to address your cropping needs and help grow your business through our Advantage Acre field services program, which includes:

PRODUCT SUPPORT

- Best-in-class genetics together with industry-leading traits and seed treatment protection
- Backed by global research and state-of-the-art breeding technology
- Aggressive data collection through NET plots which include over 550 trials across Canada and the Midwest
- Superior seed quality driven by our dedicated production teams
- Industry-leading stand protection policy to support our customers in the event of replant or severe stand reduction situations based on seed treatment type used
- 48-hour field support to answer your questions when you have them, particularly during stand establishment in the spring

AGRONOMY SUPPORT

The PRIDE Seeds agronomy team provides information on agronomy and product positioning so you can take full advantage of the genetic potential of the seed you are buying. Stay informed on timely agronomy information through our sponsorship of Real Agriculture cornschool.com and soybeanschool.com, or follow our team reporting from the field @prideseeds on Twitter.

DECISION SUPPORT

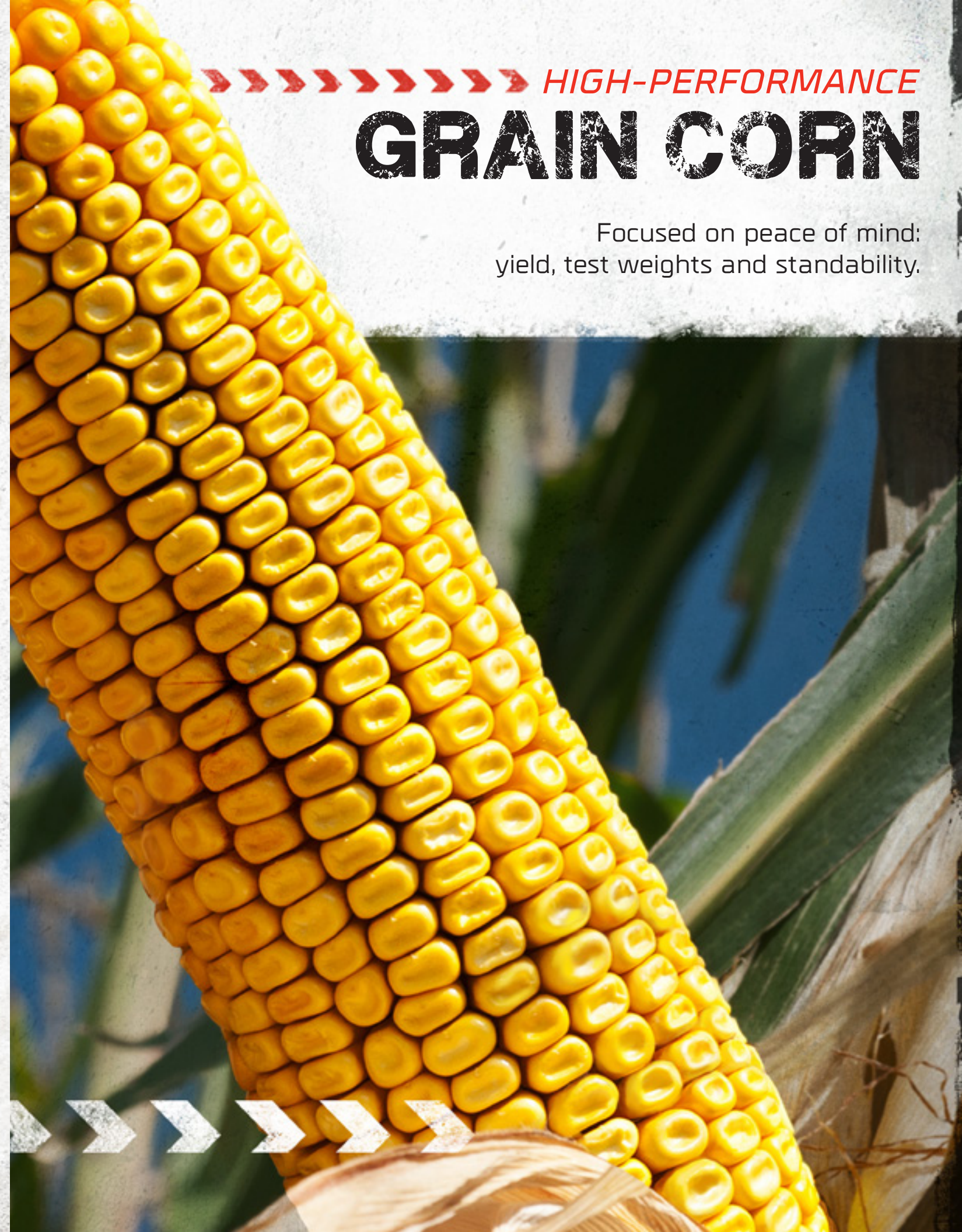
PRIDE Seeds has collaborated with key industry sources to provide you with the information tools you need to make more profitable decisions on the farm.

PAYMENT OPTIONS AND PROGRAMS

- Flexible payment options including Visa® and MasterCard®
- Attractive early cash discounts
- Manage your cash flow by using Partner Plan extended credit programs

HIGH-PERFORMANCE GRAIN CORN

Focused on peace of mind:
yield, test weights and standability.



PRODUCT PERFORMANCE THAT DELIVERS

The PRIDE Seeds product line is derived from a global breeding and testing program, designed to develop and select best-in-class corn hybrids and soybean varieties. Matching best-in-class genetics with farm-best trait and treatment technologies optimize the yield potential for your farm and mitigate many of the risks associated with crop production. PRIDE Seeds is an industry leader with a complete portfolio of RIB Complete® products.

Traits That Deliver

RIB Complete®	G8 SmartStax® RIB Complete®	G2 VT Double PRO® RIB Complete®	G3 Genuity® VT Triple PRO® RIB Complete®
INSECTS	MODES OF ACTION	MODES OF ACTION	MODES OF ACTION
European Corn Borer	XXX	XX	XX
Southwestern Corn Borer	XXX	XX	XX
Corn Earworm	XX	XX	XX
Fall Armyworm	XXX	XX	XX
Western Bean Cutworm	X		
Black Cutworm	X		
Northern Corn Rootworm	XX		X
Western Corn Rootworm	XX		X
Herbicide Tolerance	Roundup® + Liberty®	Roundup®	Roundup®
Refuge	5% RIB	5% RIB	10% RIB

X = Single Mode of Activity XX - Dual Mode of Activity XXX – Triple Mode of Activity

Conventional Hybrids That Deliver

Our Conventional grain and silage line-up represents some of the highest yielding germplasm in the marketplace today. Molecular marker technology is the key to identifying key characteristics in our top-performing hybrids. Bottom line outcomes are outstanding stalk strength, disease and drought resistance.

Hybrid	CHU
A5092	2450
A5430	2625
A5656 NEW	2675
A6015	2800
A6967	3025
A7707 NEW	3200
A8006	3300

CHOOSE YOUR TREATMENT OPTION

PRIDE Seeds offers a complete range of treatment options depending on your pest pressure. Acceleron® Seed Treatment technology provides industry-leading protection of your seed and emerging crop to maximize plant stands and yield potential. Talk to your local PRIDE Seeds team about seed treatment options for your farm. Seed treatments are an important part of your corn IPM program.



Full Insecticide and Fungicide treatment - Acceleron® 250* Seed Treatment

Acceleron® 250 protection features clothianidin for soil-borne and early-season insect control and the fungicides ipconazole, metalaxyl and trifloxystrobin for industry-leading, broad-spectrum, soil-borne disease control. This option features a structured replant policy.



Insecticide and Fungicide treatment - FORTENZA® Maxim® Quattro with Stamina®

Fortenza® in corn provides early-season insect protection from an alternative insecticide class. When mixed with the fungicide Maxim® Quattro, it will provide a comprehensive fungicide and insecticide solution in a non-class 12 category. Count on early-season insect spectrum control in corn from European Chafer, Wireworm and Cutworm. With added Stamina® you'll have increased plant health and cold tolerance. This option features a structured replant policy. Available on selected hybrids.

Fungicide only: Acceleron® Seed Treatment** with Stamina®

Acceleron® can help improve plant health through disease-fighting protection and improved early-season vigour; using the fungicides ipconazole, metalaxyl and trifloxystrobin. With added Stamina® you'll have increased plant health and cold tolerance. This option features replant protection from seed or seedling diseases.

Untreated Seed

This option is fully available but is not warranted for stand loss caused by insects, seed or soil-borne diseases.

TrueFlex Seed Grade System

TRUEFLEX LARGE	>	26-31 KG / 80M
TRUEFLEX MEDIUM 1	>	21-25 KG / 80M
TRUEFLEX MEDIUM 2	>	17-21 KG / 80M
TRUEFLEX SMALL	>	17-21 KG / 90M
TRUEFLEX VALUE	>	17-21 KG / 100M

Packaging Options



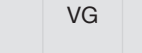



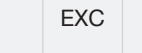


Order your seed in either PRIDE2GO bulk plastic boxes or in traditional 80,000*** kernel based bags. The choice is yours to make.

*Acceleron® seed applied solutions for corn (fungicides and insecticide) is a combination of four separate individually-registered products, which together contain the active ingredients metalaxyl, trifloxystrobin, ipconazole, and clothianidin.

**Acceleron® seed applied solutions for corn (fungicides only) is a combination of three separate individually-registered products, which together contain the active ingredients metalaxyl, trifloxystrobin and ipconazole.



*** Based on seed weight

GRAIN CORN

	Hybrid	Relative Maturity		Traits		Herbicide Tolerance		Characteristics and Ratings									Highlights
		Heat Units (CHU)	Days to Maturity			Roundup®	Liberty®	Spring Vigour	Drought Tolerance	Flowering	Stalk Strength	Root Strength	Staygreen	Drydown	Test Weight	Plant Height	
NEW	A4099RR	2125	72-75					EXC	VG	E	VG	VG	G	EXC	VG	M	New PRIDE G2 VT Double PRO® RIB Complete® or Roundup Ready® 2 hybrid with early flowering and finish. Nice grain quality and consistency. Rapid emergence and superb seedling vigour for a fast, early-season start.
	A4199G2 RIB	2150	72-75					EXC	VG	E	VG	VG	G	EXC	VG	M	
	A4025G3 RIB	2175	72-75					VG	VG	A	EXC	VG	G	VG	G	M/S	Early grain corn with full dent grain. Very good spring vigour and excellent stalk strength. Maximize yield through aggressive plant populations.
	A4177G3 RIB	2175	72-75					EXC	G	A	G	VG	F	F	G	M	Proven performance hybrid for above and below ground insect protection. Early flowering and grain finish. Exceptional emergence and early-season growth. Outstanding early silage and high-moisture corn choice.
	A4414RR	2150	73-76					VG	VG	A	EXC	EXC	EXC	EXC	EXC	T	High-performance multi-purpose grain, silage and grazing hybrid. Strong stalks and root strength. Visually attractive with high-end grain quality and rapid drydown. Excellent health and late-season intactness.
	A4415G2 RIB	2200	74-76					VG	VG	A	EXC	EXC	EXC	EXC	EXC	T	
	A4631G2 RIB	2300	76-78					VG	G	E/A	EXC	EXC	G	EXC	VG	M	Proven grain hybrid with exceptional stalks and roots. Very good grain quality. Keep progressive populations to maximize yield. Wide harvest window for added management flexibility.
	A4881G2 RIB	2350	77-81					G	VG	A	G	VG	G	VG	VG	M/T	Dependable grain performance hybrid. Consistent grain quality and yield response.
	A4939G2 RIB	2400	77-80					VG	VG	A	EXC	EXC	EXC	VG	G	M/T	High-performance dual-purpose grain and silage hybrid. Consistent girthy ear style. Strong stalks and roots with long-lasting health and staygreen. Maintains plant integrity and attractive appearance through late season.
	A5092	2450	79-82	CONVENTIONAL				EXC	EXC	E	EXC	EXC	VG	VG	EXC	M/T	Hybrid carries many qualities to make it the ultimate racehorse/workhorse product. Features early flowering and finish. Long ear length with girth. Excellent kernel quality with high test weight. Strong late-season stalk strength and intactness. Good choice as dual-purpose grain and silage choice.
	A5095G2 RIB	2475	80-82					EXC	EXC	E	EXC	EXC	VG	VG	EXC	M/T	
	A5151G2 RIB	2500	80-83					EXC	VG	E	G	VG	VG	VG	VG	M	Early flowering and rapid finish. Features large, very girthy ears producing deep kernels for excellent yield potential.
	A5111RR	2550	80-83					VG	VG	E/A	G	VG	G	G	G	M/S	Proven grain hybrid for its maturity. Flared husk enhances fall drydown. Adapts to stress-prone environments. Flowers and sets up grain early with fast drydown.
	A5113G3 RIB	2575	80-84					VG	VG	E/A	VG	VG	G	G	G	M/S	
NEW	A5225G2 RIB	2600	82-85					EXC	EXC	E/A	EXC	EXC	G	EXC	VG	M/T	New PRIDE G2 VT Double PRO® RIB Complete® hybrid. Features top-end yield potential, test weight and strong agronomics. This grain hybrid has open flared husks for enhanced drydown. Rapid emergence and strong spring vigour.
	A5430	2625	83-86	CONVENTIONAL				EXC	EXC	E	EXC	EXC	VG	EXC	EXC	T	Impressive benchmark product family. Now additionally available as PRIDE G2 VT Double PRO® RIB Complete®. Very high performance with exceptional yield potential. Great drought and stress tolerance. Flexible as a dual-purpose usage hybrid. Early flowering with very strong late-season intactness and stalk strength.

RATINGS FOR HYBRIDS: Spring Vigour, Drought Tolerance, Stalk Strength, Root Strength, Staygreen, Drydown, Test Weight:
EXC = Excellent VG = Very Good G = Good F = Fair
Flowering: E = Early A = Average L = Late **Plant Height:** S = Short M = Medium T = Tall V/T = Very Tall

GRAIN CORN

	Hybrid	Relative Maturity		Traits		Herbicide Tolerance		Characteristics and Ratings									Highlights
		Heat Units (CHU)	Days to Maturity			Roundup®	Liberty®	Spring Vigour	Drought Tolerance	Flowering	Stalk Strength	Root Strength	Staygreen	Drydown	Test Weight	Plant Height	
NEW	A5432G2 RIB	2650	84-86	VTDoublePRO® RIB COMPLETE	G2			EXC	EXC	E	EXC	EXC	VG	EXC	EXC	T	Impressive benchmark product family. Now additionally available as PRIDE G2 VT Double PRO® RIB Complete®. Very high performance with exceptional yield potential. Great drought and stress tolerance. Flexible as a dual-purpose usage hybrid. Early flowering with very strong late-season intactness and stalk strength.
	A5433G3 RIB	2650	84-86	 VT Triple Pro Corn RIB COMPLETE	G3			EXC	EXC	E	EXC	EXC	VG	EXC	EXC	T	
NEW	A5656	2675	86-88	CONVENTIONAL				VG	EXC	A	EXC	EXC	VG	VG	G	T	New, exciting, introductory, conventional hybrid. Excellent choice for dual-purpose grain or silage usage. Long-lasting health and outstanding stalk strength. Visually attractive plant stature and outstanding plant and ear uniformity.
	A5907RR	2650	86-89					EXC	VG	E	VG	EXC	VG	VG	VG	M/T	Impactful hybrid family for yield and agronomics. Maximum yields achieved with higher populations. Excellent late-season intactness with very good stalk strength and late-season health. Very good test weight with fast drydown. Can position north given early flowering for maturity rating.
	A5909G2 RIB	2700	87-89	VTDoublePRO® RIB COMPLETE	G2			EXC	VG	E	EXC	EXC	VG	VG	VG	M/T	
NEW	A5914G2 RIB	2700	87-90	VTDoublePRO® RIB COMPLETE	G2			VG	VG	A	EXC	EXC	EXC	EXC	VG	T	New hybrid family available as PRIDE G2 VT Double PRO® or PRIDE G8 SmartStax® RIB Complete® hybrid. Attractive product with very good staygreen and excellent late-season intactness. Features girthy ears and solid agronomics. Provides outstanding yields with excellent stalks, roots and good stress tolerance. Exceptional performance reliability over many environments and soil types.
NEW	A5915G8 RIB	2725	88-91	SmartStax® RIB COMPLETE	G8		LIBERTY LINK	VG	VG	A	EXC	EXC	EXC	EXC	VG	M/T	
	A6028G2 RIB	2775	89-92	VTDoublePRO® RIB COMPLETE	G2			VG	EXC	A	EXC	EXC	EXC	EXC	VG	M	Consistent top-end yield potential. Excellent genetics with very rapid finish and drydown. Attractive fall appearance with exceptional ear size consistency and performance. Early leaf canopy and late season standability.
	A6102G8 RIB	2800	90-92	SmartStax® RIB COMPLETE	G8		LIBERTY LINK	VG	EXC	A	EXC	EXC	EXC	EXC	VG	M	
	A6015	2800	90-93	CONVENTIONAL				EXC	G/VG	A	EXC	EXC	VG	VG	VG	M	Benchmark hybrid available in four separate trait packages for outstanding yield and silage performance. Superior and consistent yield potential for anywhere in its maturity. Visually attractive hybrid with excellent grain quality and consistency. Superior uniformity for plant and ear size. Showy hybrids with durable stalks and roots through to late-season. Rapid emergence, spring vigour and grain drydown.
	A6016RR	2800	90-93					EXC	G/VG	A	EXC	EXC	VG	VG	VG	M	
	A6020G3 RIB	2800	90-94	 VT Triple Pro Corn RIB COMPLETE	G3			EXC	G/VG	A	EXC	EXC	VG	VG	VG	M	
	A6030G8 RIB	2850	90-95	SmartStax® RIB COMPLETE	G8		LIBERTY LINK	EXC	G/VG	A	EXC	EXC	VG	VG	VG	M	

RATINGS FOR HYBRIDS: Spring Vigour, Drought Tolerance, Stalk Strength, Root Strength, Staygreen, Drydown, Test Weight:
EXC = Excellent VG = Very Good G = Good F = Fair

Flowering: E = Early A = Average L = Late **Plant Height:** S = Short M = Medium T = Tall V/T = Very Tall



NOTE: PRIDE Seeds uses relative maturity measured from planting to blacklayer. Some companies measure maturity from emergence to blacklayer. Be sure to compare hybrid maturities using a consistent maturity rating system. Ratings and characteristics are assigned by PRIDE Seeds based on comparisons with similar maturity PRIDE Seeds products through internal field testing. Individual results and performance may vary depending on local growing, soil and weather conditions and farm management practices. Data presented should only be used to compare PRIDE Seeds corn products.

NOTE RE-NAMING NOMENCLATURE: All PRIDE G8, PRIDE G2 and PRIDE G3 hybrids, utilizing the Genuity® RIB Complete® technology and PRIDE Seeds' 1BAG.CA process, will be named based on the traited hybrid that represents 95% (90% for PRIDE G3) of the seed by volume followed by the acronym RIB. This means 95% (90% for PRIDE G3) of the seed in the bag is the named PRIDE G8, PRIDE G2, or PRIDE G3 hybrid of choice, with 5% (10% for PRIDE G3) being a matched refuge hybrid. Both hybrids found in the bag are noted on the seed tag stitched to every seed bag in accordance with Canadian seed law.



HIGH-PERFORMANCE

TOTAL RATION SOLUTIONS

Focus on herd performance: Silage energy, digestibility and protein top the list.

**PRODUCE MORE MILK AND MEAT PER ACRE
WITH PRIDE SEEDS TRS**

T•R•S

What is TRS?

Total Ration Solutions (TRS) is the testing and information program we use to identify our best forage products. Effective Digestible Fibre (EDF) and Effective Dual Purpose (EDP) silage hybrids, together with alfalfa varieties and forage mixtures, are designed to meet the energy, digestibility and protein needs of dairy and beef operations today.

Herd Health with Peace of Mind

PRIDE Seeds operates one of the largest on-farm silage testing programs in Canada where we evaluate the whole plant yield and feed quality. The result is exceptional feed quality and efficiency characteristics, which offer superb energy silage through high starch content and improved fibre digestibility. TRS is designed to deliver improved feed value for your herd with strong agronomics and a longer harvest window for you.

Performance in the Field and in the Ration






At PRIDE Seeds, we go beyond field appearance to ensure our hybrids deliver what matters most at harvest: yield, energy, digestibility, palatability and overall nutritional value. Our team can help you manage your crop from start to finish, from variety selection, agronomics, harvest and storage management, helping you maximize the yield, quality potential and performance you need to improve the productivity of your herd investment.















SILAGE CORN

Hybrids	Traits	Herbicide Tolerance		Silage Ratings						Energy			Highlights
		Roundup®	Liberty®	High Moisture Corn Rating	Silage CHU Range	Silage Yield	Plant Height	Milk/Tonne	Milk/Acre	% TDN	% Starch	% Crude Protein	

EDF: Effective Digestible Fibre Hybrids

A4741HM	CONVENTIONAL				EXC	2225-2375	VG	T	VG	VG	EXC	EXC	EXC	Benchmark product for the silage, grazing and high-moisture corn grower. Features slow drydown for a wide harvest window. Unbeatable and consistent output year after year. Exceptional emergence and aggressive spring vigour for early maturity zone. Very good starch levels provide excellent quality silage. Excellent for grazing use with high nutritional value and strong stalks.
A4705HMRR														
AS1046 EDF	CONVENTIONAL				EXC	2275-2450	EXC	V/T	EXC	EXC	EXC	EXC	VG	Premium choice for high-moisture corn or silage feed. Big, tall plant with girthy ears that produce flint kernels on white cobs. Effective digestible fibre hybrid with excellent silage characteristics, yield and starch per acre. Slow grain drying rate preserves reliable and consistent feed quality at ideal moisture content.
AS1047RR EDF					EXC	2275-2450	EXC	V/T	EXC	EXC	EXC	EXC	VG	
A5892G3 EDF RIB					G	2700-2950	EXC	T	VG	VG	VG	VG	VG	Highly digestible leafy hybrid with trait protection for corn-on-corn rotations. Keep population at 28,000-30,000 pl/ac for maximum fibre digestibility and starch content. High fibre and starch digestibility for maximum feed value. Excellent quality silage given the right combination of grain, soft kernels and high dry matter production.

EDP: Effective Dual Purpose Hybrids

A4177G3 RIB					EXC	2000-2125	EXC	M	G	VG	EXC	EXC	G	Proven high-yielding hybrid available in the early maturing segment. Dual-purpose white cob hybrid with high energy and digestibility. Excellent response to foliar fungicide. Exceptional emergence and spring vigour essential for rapid crop establishment. Very good starch, high energy and digestibility levels. Very suitable for early planting and cold soils.
A4415G2 RIB					G	2100-2275	VG	T	VG	VG	VG	EXC	VG	Features dual-purpose characteristics. Combines early maturity with good digestibility for high energy yield. Outstanding emergence, standability and health with consistent full ear and size. Long-lasting staygreen. Early grain maturity ensuring a high starch content and an early harvest.
A4939G2 RIB					VG	2250-2400	VG	M/T	VG	VG	VG	EXC	VG	Maximum starch yield from an early harvest with rock solid performance. Consistent top-end tonnage punch with flex ears. An excellent dual-purpose grain or silage hybrid choice for varying soil types and productivity. Very good nutritional grain quality and outstanding health and agronomics. Good option for high-quality silage with a high energy content and starch levels.
A5095G2 RIB					G	2275-2450	VG	M/T	VG	VG	VG	EXC	VG	Very good tonnage and digestibility scores. High starch content for impressive milk/acre levels. Outstanding standability and health with consistent full ear and size.

RATINGS FOR HYBRIDS:
Ratings: EXC = Excellent VG = Very Good G = Good F = Fair

Plant Height: S = Short M = Medium T = Tall V/T = Very Tall


























EDF

- Bigger plant type
- Increased palatability
- High energy
- More digestible starch
- More digestible fibre
- Excellent feed value

EDP

- High energy
- Increased starch content
- Very good digestibility
- Excellent feed value
- Strong agronomics
- Dual purpose

SILAGE CORN

Hybrids	Traits		Herbicide Tolerance		Silage Ratings						Energy			Highlights
			Roundup®	Liberty®	High Moisture Corn Rating	Silage CHU Range	Silage Yield	Plant Height	Milk/Tonne	Milk/Acre	% TDN	% Starch	% Crude Protein	
A5430	CONVENTIONAL				VG	2425-2575	VG	T	G	VG	EXC	VG	EXC	Excellent biomass and high starch levels. Excellent drought and stress tolerance. Early flowering for maturity rating. Medium-Tall plant with consistent full ear and size. Increased energy for more milk produced. Excellent emergence, early vigour, standability and health ensure maximum performance in all conditions.
NEW A5432G2 RIB					VG	2425-2575	VG	T	G	VG	EXC	VG	EXC	
A5433G3 RIB					VG	2425-2575	VG	T	G	VG	EXC	VG	EXC	
NEW A5656	CONVENTIONAL				G	2500-2650	VG	T	VG	VG	EXC	VG	EXC	Top-end yield performance with strong dual-purpose usage. Very good health, softer grain texture. Very strong stalks and roots allow planting at high populations for maximum silage production. Gives high dry matter yields, maximizing output per hectare and reducing growing costs.
A6015	CONVENTIONAL				VG	2625-2775	VG	M	VG	VG	VG	EXC	VG	Great dual-purpose characteristics for delivering high silage tonnage. Long-lasting staygreen and health. Combines high starch content with digestibility to deliver superb energy, dense silage and impressive milk/acre levels.
A6016RR						2625-2775								
A6020G3 RIB						2625-2775								
A6030G8 RIB						2650-2800								
A6535G8 RIB					VG	2700-2825	VG	T	VG	G	VG	EXC	EXC	Features great dual-purpose characteristics, high tonnage and digestibility. High starch content for excellent milk/acre levels. Very good silage corn eye appeal.
NEW A6888G2 RIB					EXC	2725-2875	VG	M/T	VG	VG	VG	EXC	VG	This product is a new silage product for the PRIDE Seeds portfolio. Tremendous dual-purpose characteristics. High tonnage and digestibility. Elevated starch content for impressive milk/acre levels. Long-lasting staygreen and health. A solid fit for beef or dairy operations.
A6757G8 RIB					EXC	2750-2900	VG	M/T	VG	VG	VG	EXC	VG	Tremendous dual-purpose characteristics, high tonnage and digestibility. Elevated starch content for impressive milk/acre levels. Long-lasting staygreen and health. Maintains yield and stature in stressed environments. Performs well across a variety of soils and conditions.

RATINGS FOR HYBRIDS:
Ratings: EXC = Excellent VG = Very Good G = Good F = Fair

Plant Height: S = Short M = Medium T = Tall V/T = Very Tall







PROFITABLE CORN GRAZING

Feed costs have been identified as the largest single cost in livestock production, making up 55% to 70% of the total. To reduce feed costs, producers can use options including grazing corn as a winter feeding practice that provides the following benefits:

- Comparable and healthier weight gain versus dry lot feeding
- Reduced feed costs
- Reduced manure disposal costs
- Improved land productivity

Hybrid Selection

- Look for hybrids that produce high forage yields, high digestibility, low fibre levels, and high fibre digestibility.
- Select hybrids that are adapted to your area in terms of days to maturity, disease and insect resistance, drought tolerance, and tonnage.
- Grazing corn should reach or be approaching maturity before a killing frost to provide the highest feed value possible.
- Ideally fields will have at least 30% to 40% dry matter or 65% moisture content before a killing frost.
- Select hybrids for ease of weed control to maintain clean fields. For example Roundup® Ready hybrids.

Hybrid	Heat Units (CHU)	Days To Maturity	Traits And Herbicide Tolerance
A4025G3 RIB	2175	72-75	 
A4414RR	2150	73-76	
A4415G2 RIB	2200	74-76	 
A4705HMRR	2225-2375	76-78	

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HIGH-PERFORMANCE SOYBEANS

Focus on synergy with PRIDE FX2: Match your soybeans and seed treatment to deliver maximum results.



SOYBEAN MATURITY GROUPS

In Canada, soybeans range in maturity groups from MG 000 to MG III. Each decimal unit is approximately equivalent to one day of maturity, that is, a variety rated MG 1.5 is about five days later maturing than a variety rated MG 1.0 in its region of adaptation.

PRIDE **FX2**

The PRIDE FX2 program delivers high yields through industry-leading genetics in combination with CruiserMaxx® Vibrance® Seed Treatment and the Nodulator® family of biostacked inoculants.



Genuity® Roundup Ready 2 Yield® Soybeans have gene mapping in specific DNA regions which has a positive impact on yield; an advantage recognized across the industry as the standard for yield performance.

Weed control: Roundup Ready® soybean system



LibertyLink® Soybeans have high-performing genetics that offer an in-crop, non-selective, weed control alternative to glyphosate-tolerant systems.

Weed control: Liberty® herbicide



PRIDE Seeds XRN Roundup Ready 2 Xtend™ Soybeans are built on the same Genuity® Roundup Ready 2 Yield® trait technology for high yield performance.

Weed control: Dicamba and glyphosate

CHOOSE YOUR TREATMENT OPTION

PRIDE Seeds offers a range of seed treatment options to best match the treatment with identified pest pressures in your fields. Talk to your local PRIDE Seeds team about seed treatment strategies for your farm. Seed treatments are an important part of a soybean IPM program.



Insecticide and Fungicide seed treatment. CruiserMaxx® Vibrance® seed treatment is a combination of the insecticide thiamethoxam and the fungicides sedaxane, fludioxonil and metalaxyl-M. This seedcare solution optimizes root health by adding the Vigor Trigger® effect with Rooting Power™. This option features a structured replant policy.



Fungicide-only treated. Vibrance® Maxx contains the fungicides sedaxane, fludioxonil and metalaxyl-M. This treatment protects against soil-borne diseases such as *Rhizoctonia* spp., *Fusarium* spp., *Pythium* spp. and seed rots in soybeans. This option features a structured replant policy for soil-borne disease only.

Untreated Seed

PRIDE Seeds also offers untreated seed. There is no structured replant policy on untreated seed.

Nodulator N/T PRO

The Nodulator® N/T Biostacked® family of soybean inoculants are proven in their ability to increase yield potential in soybeans given the presence of two biologicals:

1. The first biological is a proven and superior nitrogen-fixing rhizobia.
2. The second is a naturally occurring beneficial organism called *Bacillus subtilis*, which has a unique ability to significantly increase plant vigour, root mass and nodule formation, while also providing root disease suppression.

Count on enhanced yield potential through:

More rhizobia

With Nodulator® N/T Liquid you get three billion nitrogen-fixing rhizobia per gram of product which is rated at 50% more than competitive products.

Greater plant vigour

Crop canopy closure is up to five days earlier through Nodulating Trigger® technology.

Root disease suppression

Bacillus subtilis forms a ‘protective sheath’ around the root system that can suppress seedling diseases caused by *Rhizoctonia* spp. and *Fusarium* spp.

Nodulator® PRO plus Integral® for seed pre-inoculated by PRIDE Seeds.


Nodulator® N/T liquid or peat-based inoculant applied when planting.

SOYBEANS


Variety	Maturity Group	Traits	SCN Resistance	Plant Characteristics and Ratings																Highlights	
				Hilum Colour	Pubescence	Seeds per kg ('00)**	Plant Height	Canopy	Phytophthora Resistance Gene	Phytophthora field Tolerance	Standability	White mould Resistance	Iron Deficiency Chlorosis	Sudden Death Syndrome	Soil Type			Row Width			
															Sand	Loam	Clay	7" / 18 cm	15"-22" / 38 cm-56 cm		30" / 76 cm
PS 00095 R2*	000.9			B	TY	60-65	T	M/S	-	VG	VG	VG	T	NR	VG	VG	VG	EXC	EXC	G	New introduction for the late 000 maturity group with the Roundup Ready 2 Yield® trait. This product presents a new opportunity for growers in short-growing areas. Best performance on narrow row widths. Above average IDC rating. Excellent late season standability for ease of harvest. Ideally suited for 2275 CHU
PS 0035 NR2	00.3			B	TY	44-54	M	M/B	-	G	VG	VG	M/T	VG	VG	VG	VG	EXC	EXC	VG	High-yielding variety ideally suited for 2375 CHU. Great combination of strong SCN resistance and above average IDC tolerance. Excellent standability and disease resistance. Very good plant height and branching habit.
PS 0055 R2	00.4			IY	GR	65-80	M	M	Rps 1k	G	EXC	EXC	T	NR	VG	VG	VG	EXC	EXC	G	New introductory variety ideally suited for 2425 CHU. Above average IDC tolerance. Excellent Phytophthora Rps 1k tolerance, standability and disease resistance. Adapted to all soils, handles stress extremely well, and can be planted no-till, minimum till.
0066 XR	00.6			IY	TY	59-64	T	M	-	G	EXC	EXC	M/T	NR	VG	VG	VG	EXC	EXC	VG	New, exciting introductory high yielding PRIDE Seeds XRN Roundup Ready 2 Xtend™ Soybean variety ideally suited for 2450 CHU. Provides tolerance to dicamba and glyphosate herbicides. Outstanding standability and visually attractive. Excellent late season standability for ease of harvest.
PS 0074 R2	00.7			BR	TY	60-70	M	B	-	G	VG	G	T	VG	VG	VG	EXC	EXC	EXC	VG	Extremely high-yielding variety with excellent IDC tolerance ideally suited for 2475 CHU. Excellent branching and good height characteristics help this bean perform well even in droughty soils and has an aggressive growth habit.

RATINGS FOR SOYBEAN VARIETIES:
Plant Height and Iron Deficiency Chlorosis: M = Medium M/T = Medium Tall T = Tall
Hilum Colour: B = Black BR = Brown IB = Imperfect Black IY= Imperfect
For all others: F = Fair G = Good VG = Very Good EXC = Excellent

Canopy: S = Slender M = Medium M/B = Medium Bushy B = Bushy
Pubescence: TY = Tawny GR = Gray LTY = Light Tawny

 **Soybean Cyst Nematode Resistance:** R1 = Resistance to Race 1 R3 = Resistance to Race 3 MR3 = Moderately resistant to Race 3 SCN

** = Range of seeds/kg depends on seasonal production NEW * = Pending registration NR = Not rated



PRIDE SEEDS: FOCUSED ON PERFORMANCE

At PRIDE Seeds, our efforts are focused on creating a unique product experience that results in higher satisfaction and profit potential for our customers. It is the focus of our actions every day, and can be found in the details of how we deliver a complete seed and service experience to the farm as a leading supplier of corn and soybean seed to producers across Canada. This year marks the 67th anniversary of the PRIDE Seeds brand in Canada.

PRIDE SEEDS: YOUR LOCAL COMPANY WITH GLOBAL ROOTS AND REACH

PRIDE Seeds is part of AgReliant Genetics, one of the fastest-growing seed businesses in North America, owned by the two largest non-agrochemical seed businesses in the world; Groupe Limagrain and KWS.

Our corn research program leads the way, ranked in the top 5 in North America

As part of AgReliant Genetics, we have access to a corn research program that is committed to developing the best hybrids for customers.

Access to Global Research

Parent companies Groupe Limagrain and KWS, give the AgReliant Genetics research team access to a global bank of germplasm and geographically diverse breeding locations, creating one of the most competitive corn breeding programs in the industry.

State-of-the-art Breeding Technology

AgReliant Genetics brings its industry-leading genetics to customers faster than the competition because of its proprietary double haploid breeding technology. Molecular Marker technology is also used to identify key characteristics in top-performing products.

Year-Round Research

In addition to the 13 research stations in North America, AgReliant Genetics conducts research in Puerto Rico, Argentina, Chile and Peru to operate at maximum efficiency. Each year, two or three generations of crosses are made with increased yields through each cross.

Plot Testing

Through AgReliant Genetics, we have one of the largest corn breeding and testing programs globally. Over 100,000 hybrids are tested at over 150 research locations in North America and the best are taken to our pre-commercial testing program in more than 550 NET (New Experimental Trial) plots across Canada and the United States.

FOCUSED ON PERFORMANCE

Delivering the performance that you demand requires state-of-the-art production technology and practices. We start with the best Canadian seed producers in both corn and soybeans to ensure a quality product from the field. From there, our team of production professionals use the latest processing, grading and packaging equipment at our two seed corn plants in Chatham-Kent to ensure a high-quality product in every bag, tote and bin.

At PRIDE Seeds, we are passionate about delivering the best seed solutions and service to Canadian farmers. We stand proud with our customers knowing we have done our best to ensure that the seed they plant will lead to a brighter future for all of us.



One Company.
One Experience.
PRIDE.



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All orders and sales are subject to the PRIDE Seeds Terms and Conditions of Sale, which include but are not limited to the Limitation of Warranty & Remedy and Agronomic Zone and Planting Year. All Terms and Conditions of Sale are subject to change from time to time without prior notice. For the most up to date Terms and Conditions of Sale, see the PRIDE Seeds website at www.prideseed.com.

Seed containing a patented trait can only be used to plant a single commercial crop from which seed cannot be saved and replanted. Examples of seed containing a patented trait include but are not limited to Genuity® Roundup Ready 2 Yield® Soybeans, and Roundup Ready 2 Xtend™ Soybeans. Patents for Monsanto technologies can be found at the following webpage: <http://www.monsantotechnology.com>

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ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS. Roundup Ready 2 Xtend™ soybeans contain genes that confer tolerance to glyphosate and dicamba. Agricultural herbicides containing glyphosate will kill crops that are not tolerant to glyphosate, and those containing dicamba will kill crops that are not tolerant to dicamba. Contact your Monsanto dealer or call the Monsanto technical support line at 1-800-667-4944 for recommended Roundup Ready® Xtend Crop System weed control programs. Roundup Ready 2 Xtend™, Roundup Ready®, Roundup WeatherMAX®, Roundup Xtend™, Transorb®, VaporGrip® and XtendiMax® are trademarks of Monsanto Technology LLC, Monsanto Canada, Inc. licensee. ©2016 Monsanto Canada Inc.

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To help preserve the benefits of our trait technology, an Insect Resistance Management (IRM) plan must be part of every farmer's production strategy.



Farmers who purchase corn products that are not designated as RIB Complete® required to plant a refuge that is appropriate for that product.

As part of the IRM plan for RIB Complete corn, experts recommend that growers incorporate crop rotations (out of corn), use of pyramided traits for below ground pests and, when appropriate, use of insecticides to minimize selection of resistant populations. **Farmers should monitor their RIB Complete corn fields for targeted insect pests** and contact their local Monsanto representative, retailer, or Monsanto's Technical Support line at 1-800-667-4944 if they observe any unusual performance problems.





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