

CORN-TRIB

notes



VOLUME 1 | EDITION 3 | MAY 2015

www.thunderseed.com

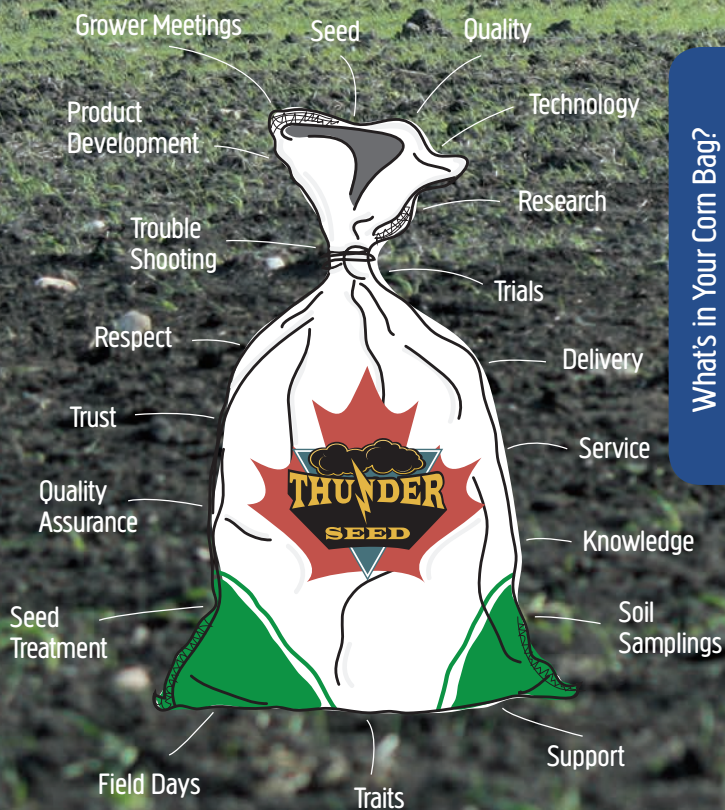


Welcome to the Corn Crib,

Spring is Coming! For some in the West, quicker than for others. As I write this, the trucks are rolling and the seed is shipping. Time to take a little 'spring' stock. This issue, I'll introduce our two new corn hybrids. I'll discuss the increase in our corn trialing program and how you can get value from it. I'll talk a little about drones, bees, and our growing portfolio. As well, take a look at the "Stages of Corn" pic to remind yourselves (new to corn) about its development. What do we remember from Paul Adams? Warm is good when it comes to planting corn: 8-10 degrees C or as his grandfather would say: "be able to pull your pants down and sit comfortably in the field." As well, do not forget moisture. If it is an early, cool and dry spring there is a greater chance of spotty germination. Perhaps, take a pause before planting.

What's in Your Corn Bag?

Please give thought to value-added. Yes, I've done some 'sales training' this season and one thing that I found very significant is that when we/you promote and sell that bag of corn seed - it is not just the seed you are selling. You are selling you as well. Most competitors will provide seed and some service but none of those other companies have you. Our dealers are at the heart of our success and how you work the front lines with your clients is key to our growth. Yes we all talk price a lot but when you look at what goes into that bag, remember all of our competitors have seed, but they don't all have the dedicated sales people who can provide better service, hands on knowledge, time in the field (literally), scouting, soil sampling, trialing options, field days, grower meetings, follow up and more follow up. Don't ever forget the value in you and the value added you provide to that product and don't ever stop providing it. It gives you the edge on your competition. It counts for something.



CONTACT:

Alexis Arthur
Canadian Corn Representative
604 319 0376
alexis.arthur@thunderseed.com



Fertilizer

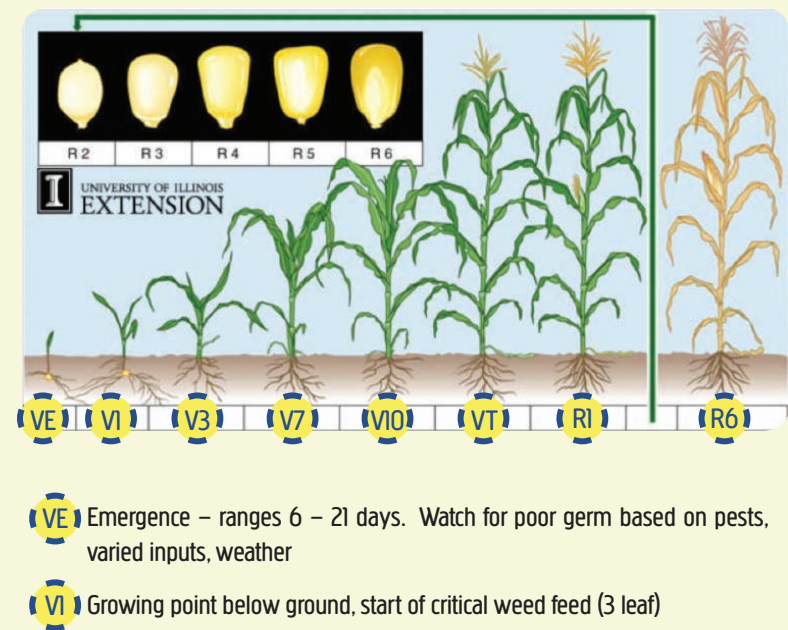
I spent some time at Crop Connect and enjoyed a number of sessions. A phrase I took from one had to do with fertilizer recommendations.

MAFRD essentially recommended what they call “subsistent” rates. These are rates that will help the farmer meet minimum requirements to access good gains. All their recommendations can be found in print or on line in the MB Soil Fertility Guide for all row crops. What was of interest to me was a visiting Agronomist was invited to come and give his recommendation and he immediately moved away from the subsistent idea. Why look at 120 bushels when you could look at 145 was his question? His comment was to fertilize to the maximum potential of ‘most’ of your land not the minimum potential of some.

With this in mind, I am excited that this year at the VSE, Ag Quest will not only be trialing the corn varieties but doing a fertilizer trial (as well as a plant population trial). They will be putting on standard rates of fertilizer on all hybrids: 120 lbs actual N, 40 lbs actual P, 0 K, 10 lbs actual S, & 40 lbs actual potash. They will then use Liquid Starter Fertilizer at five different rates, to look at how this product (10 – 34 – 0) will affect the corn and its yield. Our hope thru increasing the protocols on our third party trialing for corn is to provide you with more valid information to support your clients’ needs and help with decision making. Over time we will be able to make these third party trialing options a reality for all Western provinces.



Corn Growth Stages



Trials

This year we are excited to have increased our corn trialing acres! We are actually looking at tripling our trial locations through Third party, strip trialing (in all four provinces) and Government locations! I am thrilled and thank you for the support. This provides more exposure, detailed information and sales material from a local perspective and will support all dealers.

I need to impress upon you the importance and value of field days held at trial sites. Great marketing opportunities as well as educational for clients and dealers. We will promote all field days at trial sites (both third party and strip trials) to the best of our abilities this season. Please do not hesitate to contact us with regards to sales or promotion incentives for your field day or corn trial event.

- V3** Lateral roots begin to grow, seminal root system has ceased, ear shoots are initiated
- V5/6** upper most tassel determination begins; signs of nutrient deficiencies should be corrected, side dressing can occur up to V8 in moist soils
- V7/8** rapid growth stage, kernel row determination begins
- V10** stalk rapid growth stage and collecting nutrients/Dry Matter. Tassel is forming, multiple ear shoots visible
- V12** kernel per row being determined, V15 – critical for yield determination, V18 brace roots forming to source moisture and nutrients from upper soil surface
- VT** last branch of tassel emerges and silks NOT visible. They appear about 3 days later. Pollen shed then begins (usually in morning or night). Plant very susceptible to moisture stress
- R1** silks visible and falling pollen is captured in silk and pollinates the ovule (becomes a kernel). 3 days to pollinate whole cob.
- R6** roughly 55-65 days after silking (US range). All kernels obtain a black/ brown layer where they attach to the cob. This indicates the physiological maturity of plant. kernel moisture 30-35% with MUCH variation



NEW! Exp 73 - Grain Variety We have plot seed available in small quantities of this product (VT2P traited). It will be in the Government, Third Party and some strip trials in all four Western provinces this year. **This product is:**

- Earlier flowering than the 4574RR/7574VT2P in US research trials
- It has a high test weight
- Excellent standability (key for the heat unit)
- Fast drydown (which has been a request I've received a lot this past season)
- Drier than the 4574 in US research trials
- Compared to Pioneer 7213 on average in trials (more than 25) it yielded 11.7 more bushels and it was 1.0 point higher in moisture. It's standability in the field was much greater.

NEW! Exp 81 – Silage Variety We have plot seed available in small quantities of this product (VT2P traited). It will be in the Government, Third Party and some strip trials in all four Western provinces this year. **This product is:**

- Early flowering for its maturity
- Has very good late season appearance and nice stay green
- Excellent standability with strong stalk and root system
- Dual purpose potential perhaps.
- Silage trials against 39D95: It produced 2 more tons/acre at 65% moisture, 1069.9 more kg/acre of milk and was 1.4% higher in starch.
- Silage trials against 8107HR: It produced 2.3 more tons/acre at 65% moisture, 978 more kg/acre of milk and was 4.0% higher in starch

Look for trial data to be dispersed via email (and hardcopy upon request) after harvest this year.

Am I Droning On?

At the end of March in BC, Amazon (as in online shopping) was beginning trialing drones in a variety of rural/remote areas to see (in the foreseeable future) if they can use the devices to deliver packages to on line shoppers within 30 mins of their purchase. Why are they trialing them in BC, Canada? Because the US has grounded drones and they cannot legally trial the devices anywhere in the States. I went to a talk on the devices held by Rejean Picard and Jeff Kostvik who both own and use the products from a trial standpoint with MAFRD.

The two they discussed were a Multi Rotor heli Type system and a Fixed Wing system.

The Multi Rotor system was cheaper (this one was \$1200), created natural imagery (photos and video); traveled horizontally and vertically. It handles well in strong wind and you can have a screen in hand so you see what the system sees. However, the battery life is 15 – 20 mins and once out it has to charge for 60 – 90 minutes making your usage rather truncated. It could be a great scouting tool but only in short bursts.

The fixed wing system was much more expensive but had greater capabilities with NIR pics, GEO referencing images. The mapping, field scouting capabilities are very high with this system but to operate it you have to put in a flight plan on your computer with software and then upload it to the system. It does not handle in wind (actually won't fly) and you cannot see what it is capturing. A huge item is the processing time for the data you collect. Scouting a ¼ section of land computes to 8 GB of data. That is all the room on my iPhone! Once you have that information, how do you manipulate it so it can be shared with your clients? If you have multiple clients and multiple sections of land – how do you store all this data?

A fascinating piece of technology to watch as the regulations in Canada develop.



Congrats to Soybean and Corn Sales Winners:

45,000+
• Eggum Seeds

30,000+
• Southeast Seeds

20,000+
• Agritel
• Nu Era Seeds
• S & L Luke Farms
• Redferns
• Willis Agro

10,000+
• Boissevain Select Seeds
• Double Diamond
• Foster Ag
• Terraco
• Top Notch
• Wesmar

ROOKIE OF THE YEAR:
• Boissevain Select Seeds
• Kemper Seeds

REBECCA MOODIE AWARD (most organized):
• S & L Luke Farms
• Ardell's Seed Farm



Awards awaiting presentation.

CORN-CRIB notes



Concerns: Bees

There are many studies underway attempting to understand if the Neonicotinoids found on our corn and soybean seed as a treatment against wireworm and other pests are harming the health of bees. Some people want an all-out ban, while others want a science based approach to find the correct path to follow with regards to Neonicotinoids.

The Canadian Honey Council's website (honeycouncil.ca) with reference to their AGM and work with a round table including the Ontario Government have documented their key areas for study: "pollinator habitat & nutrition, disease pests and genetics, pesticide exposure, climate change and weather" demonstrating their 'science based approach' to this issue.

Our Ag industry supports that approach, however, as Ontario has moved to restrict the use of neonics, we must watch in the West to see how the developments in the industry change. Another perspective on the issue comes from the CSTA (Canadian Seed Trade Association) and may be worth a look from a seed grower/sales perspective. <http://www.omafra.gov.on.ca/english/about/beehealthpresentations/csta.pdf>

Remember the issue of bee health is multi-faceted, many things, besides Neonicotinoids are affecting their health, including:

- 'working hive' long haul transport that many bee hives experience when they are shipped to pollinate various crops
- "mono pollen diet" that so many working bees now exist on
- the pesticides used IN the hives to control the pests that affect the bees
- the bee keepers best management practises which include culling hives and completely cleaning or replacing equipment every 3 – 7 years
- our changing climate

Ensure Fluency Agent is used when necessary with your clients and stay tuned on the subject. Be Calm and Plant On



CONTACT:

Canadian Corn Seed Rep
Thunder Seed Canada
alexis.arthur@thunderseed.com
C 604 319 0376
F 604 946 5048
Thunderseed.com



A Word about Conventional Seed

Conventional seed options do exist in Thunder's portfolio and perhaps in light of what is happening within the industry we should discuss them for a moment. We currently have two silage options (low heat unit) available: 2146 and 3378. Next year we will have 4126 available as well. I am being asked (last year and this) for grain corn varieties as well and I am currently working on making that a reality. The reason is this: there is a market. I recall the pendulum swing in 2005 from conventional seed to Round up seed in my company's world. It was a massive change.

Now, we are not experiencing that same swing but there is a slow and steady increase in conventional seed sales over the last 3 years where previously there was simply a consistent small market.

Regardless of the reason someone may want conventional seed, Thunder has it and will increase its numbers in the portfolio (we also have Organic silage products currently). While many companies have cut back or removed their Conventional lines, we will maintain and grow our lines in Canada as we want to service the market as a whole.

Dealer's Desk

MB Corn Yield Competition Winners:

Agrow 360 and Wesmar Farms both received awards in the MB Corn Yield Competition this year with Thunder Seed Corn Varieties. Wes Marten's son, Max, won 8th place with TH7578VT2P (Wesmar Farms) Garrett Veldman, won 3rd place with TH7574VT2P (Agrow 360).



Photo of Max Marten & father Wes of Wesmar Farms



Photo of Garrett and photo-bomb by Myron Krahn

I would like to put a challenge out to all dealers and their clients in MB to submit to the Corn Yield Competition this year. Contact me for details or Morgan Cott at morgan@manitobacorn.ca



Thanks for visiting Corn Crib Notes.

Next installment: Summer Scouting and Corn stages through season

Please call me for assistance with grower meetings or any sales questions. See you in the fields!