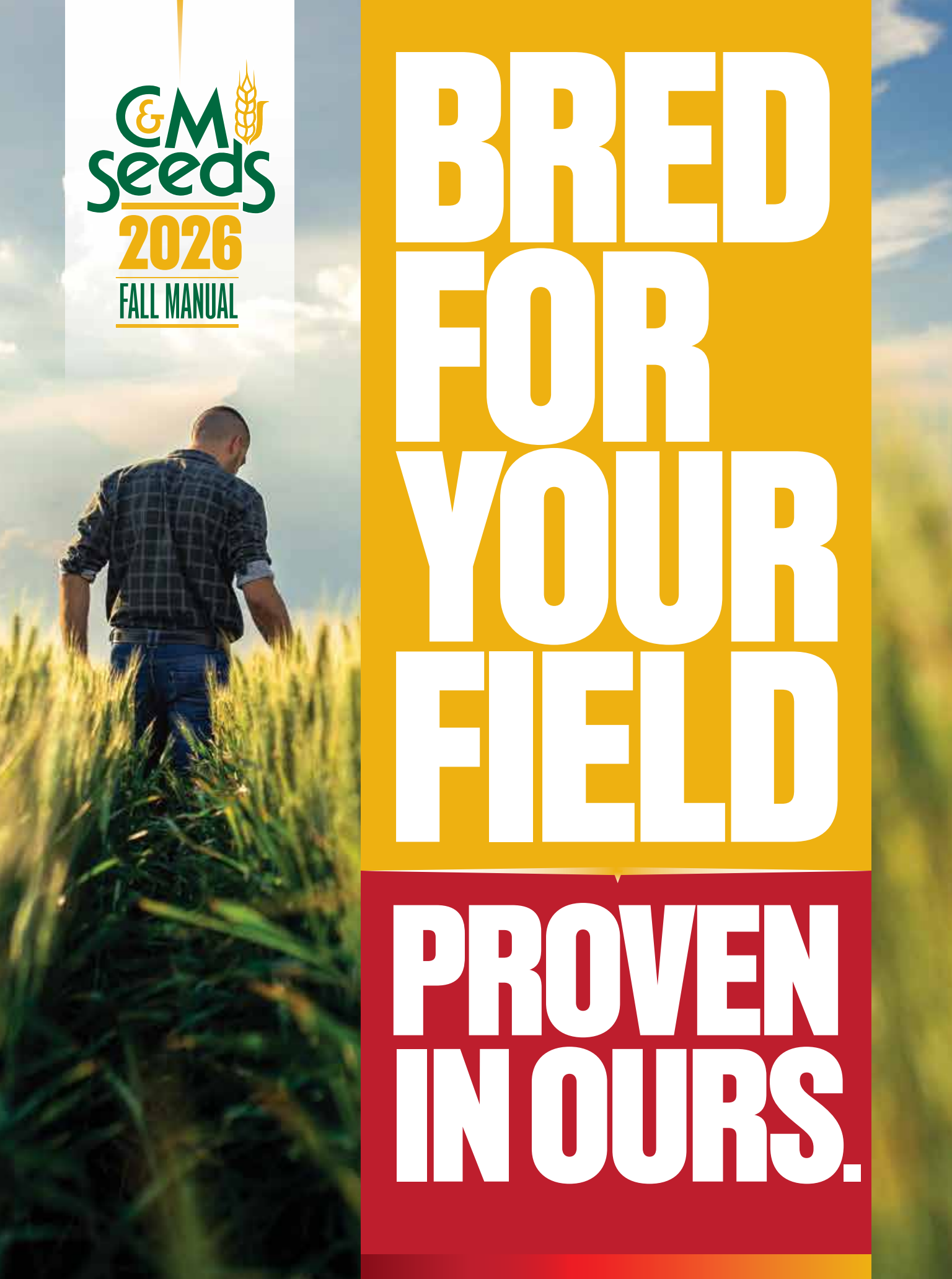


A man in a plaid shirt and jeans is walking away from the camera through a field of tall, golden-brown grain. The sky is blue with scattered white clouds. The right side of the image is partially obscured by a large yellow and red graphic overlay.

**BRED
FOR
YOUR
FIELD**

**PROVEN
IN OURS.**



The Proof is in the Field.

Long before our varieties outperform in your field they have to make the grade in ours.

We pride ourselves on doing the work and producing varieties you can count on. The trials carried out by our Wheat Team are rigorous and time consuming but more importantly they provide the results needed to prove success where it really counts - in your field.

Beyond agronomic results, disease resistance and market-ready quality, every variety featured has not only met the standards of our Wheat Team but exceeded them. We're proud to say that at C&M Seeds, performance isn't just a claim - it's a requirement.

A few highlights:

- **Fuze** is a soft red wheat displaying excellent yield and fusarium protection.
- **Redford** is a hard red variety with standout protein and emergence that we're confident will perform on your farm.

If **hybrid rye** is something you've been considering, take a look at **Inspirator** - our new, top yielding variety inspiring rye growers everywhere.

When you choose genetics that have been proven in our fields, you're getting more than just a great variety, you get the full expertise of the Wheat Team to help you succeed.

Thank you for planting with purpose - and growing with C&M Seeds.

Ellen Sperry
Ellen Sperry
GENERAL MANAGER

C&MSeeds
THE WHEAT COMPANY

1,000



► Genetics that earn it.

We evaluate up to 1,000 wheat varieties every year, and only a select few will ever get to be C&M Seeds branded.



► Knowledge that backs it.

Our Wheat Team and dealers work right in your area, and our agronomic tools - like seedingrate.ca - take guesswork off your plate



► Performance that proves it.

Stripe rust, Fusarium resistance, compaction - our top varieties are built to handle what your farm faces and provide top yields.

Bred for Your Fields. Proven in Ours.

Every season starts the same - a field, a plan, and a lot riding on the decisions you make.

We don't take that lightly. Because we know the moment you put seed in the ground, you're trusting someone else's judgment about what belongs there.

That's why we won't ask for your trust unless we've already tested it ourselves.

When we say, "Proven in ours" isn't about big claims or pretty plots. It means that before anything reaches your farm, it's been put to the test. If a line doesn't measure up where we farm, we won't bring it to market. **Simple as that.**

And **"Bred for your fields"**? That's about purpose. Every variety we stand behind is chosen with an outcome in mind: higher yields, more protein, more straw, better standability, consistent falling numbers, stronger disease resistance. Our goal is to improve the genetics that are available to Eastern Canadian Growers - year after year.

We're Serious About Wheat because you're serious about what you grow. And if the bag says C&M Seeds you can bet it's been bred for your fields and proven in ours.

Agronomy Updates. Variety Tips. Research Exclusives.

Follow the **Wheat Team** on **Instagram** and **YouTube** for variety insights, timely agronomic updates, and behind-the-scenes looks at our research trials.



@SeriousAboutWheat



@wheatteam



Shorts @wheatteam

THE WHEAT TEAM



Rob McLaughlin

MIDWESTERN ON



Tim Meulensteen

MIDWESTERN & EASTERN ON

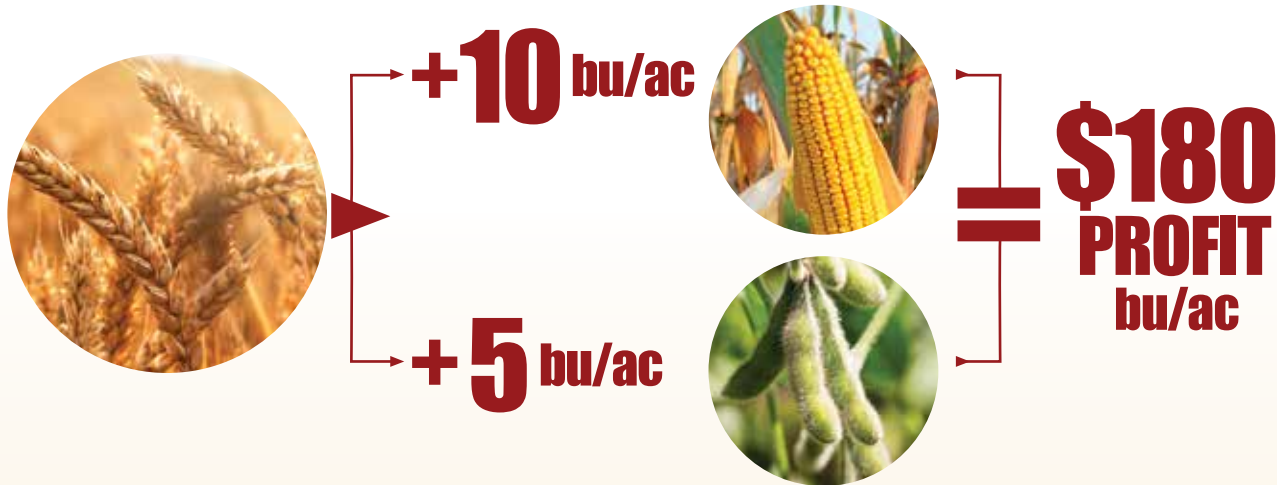


Alex Zelem

MIDWESTERN & SOUTHERN ON

Why Serious Farmers Plant Wheat

It's a smart investment in your soil, your management system, and your bottom line.



TOP 5 REASONS TO ADD WHEAT TO YOUR ROTATION

- **Soil Health Gains:**

Better structure, more organic matter, and improved biological activity.
- **Reduced Soil Compaction:**

Wheat can improve root penetration and water infiltration for your next crops.
- **Disease and Pest Management:**

Break the pest cycles for future corn and soybean crops.
- **Built-In Cover Crop:**

Provides erosion control, improves water retention, and boosts soil health.
- **Yield Multiplier:**

Adding wheat improves the yields of future corn and soybean crops.

IT PAYS TO ROTATE ► MORE BUSHELS ► BETTER MARGINS

Long-term research from Ridgetown proves that adding wheat to your rotation drives yields and returns.

BLAZE

THE STANDARD FOR SOFT REDS

This one checks every box. Strong and consistent yields built to handle Ontario's unique environment.

- FHB1 gene: improved DON and Fusarium control

► Consistent Top Yields
- Robust stripe rust resistance

► Smaller seed size saves money through reduced seeding rates

"A fan favourite across Ontario, Blaze delivers excellent plant health and strong performance on all soil types. It's ideal for both organic and conventional systems, with standout Fusarium tolerance and reliable standability for a medium-height variety".

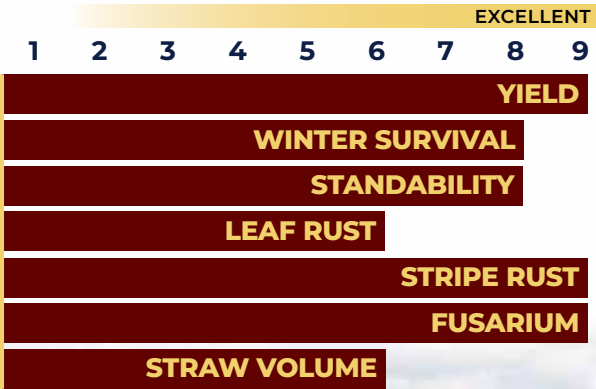
- **SEEDING RATE:** 12,000 seeds/lb or 133 lbs/acre at 1.6 million
- **HEIGHT:** 90 cm (medium-tall) ► **HEADING:** 154
- **HEAD TYPE:** Bearded ► **LEAF:** Curved
- **STRAW:** Good quantity
- **WINTER SURVIVAL:** Excellent



BLAZE

TOP TRAITS:

- FHB1 Trait for improved DON and Fusarium reduction
- Medium height, strong standability
- Strong stripe rust resistance



new

FUZE

BUILT FOR HIGH MANAGEMENT

**Short and sturdy - ready for any challenge.
This variety is ready to ignite yields.**

- ▶ FHB1 gene for strong DON and Fusarium protection
- ▶ Shortest SRW in C&M lineup
- ▶ Excellent for high input systems
- ▶ High Yielding in all soil types with Intensive Management

"Fuze is a new, high-performance variety built for intensive management. It delivers top yields across all soil types and rewards growers who manage for maximum return. With strong fusarium tolerance, excellent standability, and a shorter plant height, Fuze is highly adaptable and ideal for tight rotations. It stands up and it yields".

- ▶ **SEEDING RATE:** 11,800 seeds/lb or 135 lbs per acre at 1.6 Million
- ▶ **HEIGHT:** 83 cm (short) ▶ **HEADING:** 155 days
- ▶ **HEAD TYPE:** Bearded ▶ **LEAF:** Curved
- ▶ **STRAW:** Lower volumes
- ▶ **WINTER SURVIVAL:** Excellent winter survival



BEARDED

FUZE

TOP TRAITS:

- ▶ FHB1 Trait for improved DON and Fusarium reduction
- ▶ Shorter variety
- ▶ A variety built for high management



SWOOP

TALL, TOUGH AND TESTED IN THE EAST

**If you are on clay soils, or farm east of Toronto,
this variety packs a punch.**

- ▶ Awnless, tall variety with lots of straw
- ▶ Excellent winter hardiness
- ▶ Solid Fusarium and rust resistance
- ▶ Standout performer in area 3 or on clay soils

"Swoop is emerging as a strong Area 3 performer, especially in Eastern Ontario. Regional testing shows its performance improves the further east you go. It's a great fit for clay and tougher soils in the south. As a taller variety, a PGR may be needed for best results".

- ▶ **SEEDING RATE:** 11,500 seeds/lb or 135 lbs per acre at 1.6 Million
- ▶ **HEIGHT:** 96 cm (tall) ▶ **HEADING:** 155 days
- ▶ **HEAD TYPE:** Non-Bearded ▶ **LEAF:** Curved
- ▶ **STRAW:** Abundant
- ▶ **WINTER SURVIVAL:** Excellent



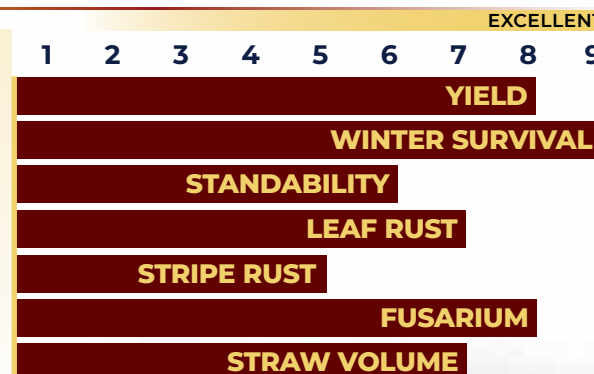
NON
BEARDED



SWOOP

TOP TRAITS:

- ▶ Awnless variety
- ▶ Taller variety with lots of straw
- ▶ Strong yields, improves as you go East or move to clay soil



HARD REDS



BEARDED

SEEDING RATE
10,250 seeds/lb
or 156 lbs/acre

Adrianus

Serious Standability.

TOP TRAITS:

- ▶ Perfect combo of yield and quality
- ▶ Solid disease package, late season integrity
- ▶ Massive straw volumes

▶ This variety stands, and it yields. Strong protein, strong stems, great overall disease package with lots of straw.





BEARDED

SEEDING RATE
12,000 seeds/lb
or 133 lbs/acre

PRO 81

Premium Protein. Proven Yield.

TOP TRAITS:

- ▶ Strong yields and quality
- ▶ Medium height, stands up to the test
- ▶ High protein levels and small seed size

▶ PRO 81 delivers excellent yield with a very powerful quality profile. This is a small seeded variety that growers tend to manage height with a PGR





NON BEARDED

SEEDING RATE
10,250 Seeds/lb
or 156 lbs/acre

Redford

Big flag leaf. Strong protein.

TOP TRAITS:

- ▶ Early vigour and strong fall emergence
- ▶ Large flagleaf and desirable look
- ▶ Excellent protein with good yields

▶ This awnless variety looks fantastic in the field. It's early fall vigour and large flagleaf in late spring draws your eyes to it every time.



Why Grow Hybrid Rye?

With 20-50% Yield increase over Open-Pollinated Rye, Hybrid Rye is Gaining Traction

Superior High Yield Potential

- ▶ Outyields traditional rye; can match or beat winter wheat and barley on lighter soils.
- ▶ Strong vigor, uniform stands, and excellent tillering boost consistency and yield.

Soil Health & Rotation Benefits

- ▶ Deep roots improve soil structure and organic matter.
- ▶ Fast early growth suppresses weeds.
- ▶ Breaks pest cycles (e.g., Fusarium, soybean cyst nematode).

Market Demand & Diversification

- ▶ Feed demand from poultry, pork, and dairy sectors.
- ▶ Increasing use in Ontario whisky production.
- ▶ High-value cover crop for erosion and nutrient management.

GRAIN MARKETS MAY BE REGIONAL OR CONTACT-BASED

- ▶ For Guaranteed availability of Hybrid Rye, order before deadline. Contact your local C&M Dealer to place your order.

ORDER DEADLINE
▶ August 21, 2026

INTRODUCING

Inspirator ▶ The New Yield Leader

Inspirator brings serious biomass, excellent standability, and strong disease resistance with reliable yield and quality to match.



TOP TRAITS:

- ▶ Tall, high-volume hybrid rye
- ▶ Excellent tolerance to leaf diseases and ergot
- ▶ Very good standability and winter survival
- ▶ Best fit for feed, forage, or dual-purpose grain/straw acres



KWS Inspirator has been approved by the distilling market as the direct replacement for Brasetto Hybrid Rye – contact your local distilling contract provider for booking.

HYBRID RYE

RYE

SEEDING RATE

800,000-1M seeds/acre
(60-75 lbs/acre)

Pollen
PLUS

KWS
Inspirator

Built for Serious Yields!

TOP TRAITS:

- ▶ Highest yields in class
- ▶ Best standability in class
- ▶ Perfect for combination of forage and grain

123456789

EXCELLENT

YIELD

WINTER SURVIVAL

STANDABILITY

MILLING QUALITY

TEST WEIGHT

ERGOT TOLERANCE

RYE

SEEDING RATE

800,000-1M seeds/acre
(60-75 lbs/acre)

Pollen
PLUS

KWS
Trebiano

The Multi-use variety.

TOP TRAITS:

- ▶ Excellent winter survival
- ▶ Strong yields
- ▶ Very strong ergot tolerance

123456789

EXCELLENT

YIELD

WINTER SURVIVAL

STANDABILITY

MILLING QUALITY

TEST WEIGHT

ERGOT TOLERANCE

HYBRID RYE

**20-50% Yield increase over
Open-Pollinated Rye**

ORDER DEADLINE

August 21, 2026

Contact your local C&M Dealer to place your order.

Pollen
PLUS

Pollen Plus is a trait in hybrid rye that boosts pollen production for better ergot resistance.

ONTARIO HYBRID RYE SEEDING RATES:

- Up to September 20 - 800,000 seeds/acre
- Sept 20 to Oct 15 - 800,000 - 1M seeds/acre (depending on soil type)
- After October 15 - 1M -1.1M seeds/acre

MERCEDES

WINTER CANOLA

- ▶ High-yielding, hardy hybrid that handles the cold and comes back strong in spring
 - ▶ Early maturity opens rotation options
 - ▶ Strong early-season vigour and excellent standability
- ▶ Consistent returns in diverse conditions
 - ▶ Use as a high-yielding alternative to spring canola or as a rotational option before wheat on clay soils

Mercedes is priced by the live seed. *Book early.*
Seed is not Guaranteed after the deadline.

ORDER DEADLINE
June 15, 2025

WHY GROWERS CHOOSE IT:

Mercedes winter canola is a dependable, high-performing variety that offers excellent winter survival, strong disease resistance, and great economic upside—especially for growers looking to diversify their rotation and improve soil health. These features are making winter canola a far more reliable crop than it used to be with previous genetics.

CANOLA

MERCEDES

TOP TRAITS:

- ▶ High yield potential
- ▶ Excellent winter hardiness vs previous genetics
- ▶ Performs well across multiple soil types

123456789

EXCELLENT

YIELD

WINTER SURVIVAL

STANDABILITY

HARVESTABILITY

FROST TOLERANCE



Take the Guesswork Out of Your Wheat

www.SeedingRate.ca

Seeding Rate Calculator

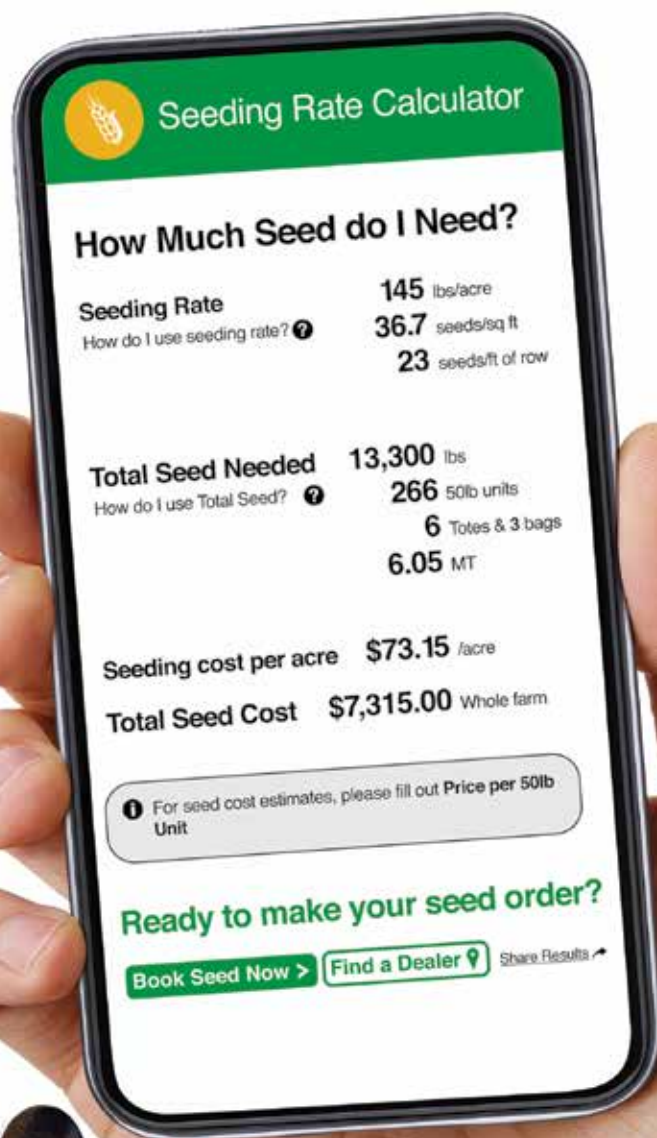
- ▶ Choose the proper seeding rate based on your own needs
- ▶ Determine the exact amount of wheat seed you will need
- ▶ Find your final seed population after planting

Fall Performance Calculator

- ▶ Check after seeding to see what population you achieved
- ▶ Fill in the details to get your actual seeding rate

Plant Stand Calculator

- ▶ Make spring management decisions based on your wheat stand.
- ▶ Determine head counts in your field.
- ▶ Get tips on next steps in the field



1-888-733-9432
www.redwheat.com

