



DELIVER MORE

**SERIOUS WHEAT
FOR YOUR FARM**

FALL WHEAT GUIDE • 2020

Deliver More

We Have the Wheat that Will Allow You
to Deliver More at Harvest



A Message to Our Valued Customers

2020 has proven to be a very challenging year and we expect the effects of COVID 19 to last for quite some time. Yet despite these challenges we feel immensely proud that our industry continues to march on and provide much needed food for the world.

With that in mind we've worked extremely hard to create online learning materials and resources that can at least help out one part of your life during these uncertain times. Take a virtual plot tour, learn to grow stronger wheat crops, connect with one of our CCA certified agronomists at: www.redwheat.com or wheatplot.ca

LEADING SOFT REDS

The C&M Seeds Wheat Team are serious about wheat and the newest additions to our wheat lineup have been providing strong payback for the growers who were able to get their hands on some last year. Hilliard and Blaze, both look like class leaders and should be strongly considered by any soft red wheat grower. Hilliard is a strong performer with quick emergence, and Blaze is a class leading fusarium fighter. Cruze has been a proven performer through almost any growing region over the past 5 years and CM 614 continues to dominate on the clay soil type. We've got you covered for all of your soft red needs.



HARD TO BEAT THAT HARD RED WHEAT

One of the goals of C&M Seeds has always been to work with end users and domestic trade partners in Canada. Prior to this season we had seen a steady decline in domestically available hard wheat and Canadian flour mills are concerned! Our best and most profitable markets have always been the ones closest to home – our Ontario flour milling network. Going forward, keep an eye out for the Hard Wheat industry to move further towards a contract wheat production system. This will help you secure better value for your hard wheat, and your trade partners secure tonnage. This system is similar to the Food Grade bean market. The three keys to these contracts will be commitment prior to planting, certified seed and fixed premiums over soft red winter wheat. Contact your local grain partner to see if they are participating in the new hard wheat opportunities.

SERIOUS ABOUT WHEAT

C&M Seeds is unique as a company in that we strive to carry as many types of wheat as possible. Ontario is a unique market – the breadbasket of the world – with as much diversity in wheat production as any part of the world. We believe in sustainability, and that a winter cereal should be on every acre, in a balanced rotation to sustain long term soil health, cover the ground and help preserve soil. Why not grow the ultimate cover crop and get paid for it too!

WE'RE ON YOUR TEAM

We are committed to bringing you top quality, leading technology. This year we are completing a renovation project to our existing seed production and treatment facility that will allow us to take our quality and support to the next level. We have installed a new, class leading seed treater, and a new handling facility that will allow us to provide even better service for those tight fall seasons when every day counts!

We look forward to the journey ahead, and to bringing you – the wheat producer – right along with us for the ride!

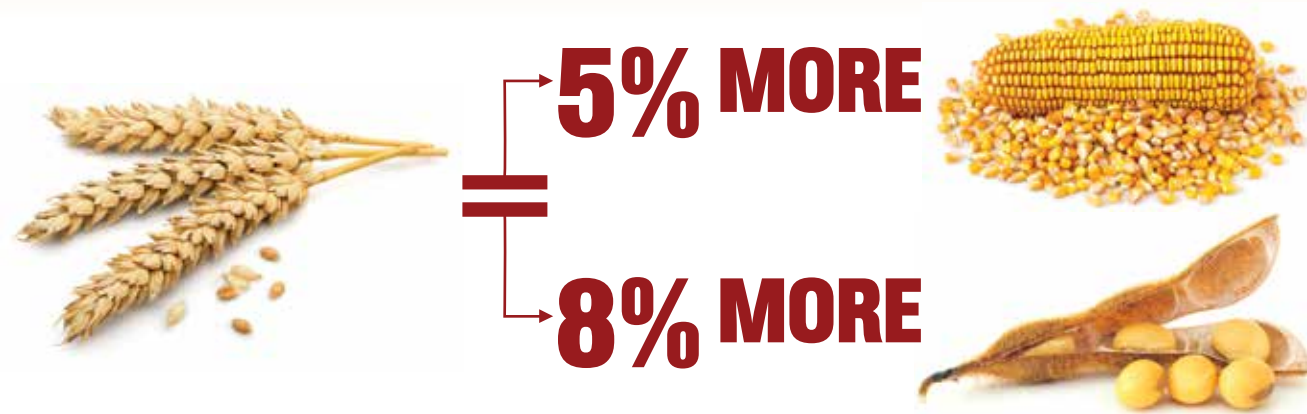
– Ellen Spary
GENERAL MANAGER



Serious Wheat, Serious Pay

More Wheat Will Lead to Higher Profits in Following Crops.

Bill Deen with the *Department of Plant Agriculture at University of Guelph* rolled up his sleeves, grabbed a calculator, and studied the long term rotation trials. He presented his findings in 2016 to the CCA members at the Annual Conference.



This study concluded that over multiple years the corn crop in a farming system including wheat in the rotation proved to yield 5% more than a farming system that did not include wheat. Similarly, the soybean crops yielded 8% higher.

Using provincial averages and current market prices, this amounts to roughly \$40/acre in incremental revenue to support the inclusion of wheat. So grow more wheat in your cropping system and you WILL make more money!

Serious Wheat 24/7

The C&M Seeds' Wheat Team has gone virtual to get you all the latest variety information. Visit wheatplot.ca to see our 2020 Virtual Plot Tour and connect with C&M Seeds for more information on serious wheat varieties for your farm.



Sustainability.

IT STARTS WITH WHEAT

There are so many great reasons to include wheat into a healthy cropping rotation.

- Wheat improves soil health and structure when included into a diverse rotation.
- Wheat allows for a cover crop system to be easily implemented on your farm.
- Wheat spreads your workload out to different times of the year to allow you to concentrate heavier on each individual crop.
- Wheat will allow for better water infiltration and movement.
- Wheat can break disease cycles and lower the risk of compaction in fields.
- Wheat can increase soil biological activity.
- Wheat can provide an increase in organic matter onto diversified soils.



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 also clear that more needs to be done to ensure that growers take wheat seriously. Serious wheat growers not only make great money by growing wheat, but also improve the bottom line on your corn and soybean crops as well.

Check out our selection of industry leading wheat varieties in the Soft Red & Hard Red classes

- We are Serious About Wheat!

Start Strong. Finish Stronger.

The Best Fields have these things in Common.

Our Wheat Team of expert agronomists and dealers are spread across the province and know that there is a set number of factors to consider when growing wheat. Getting serious about wheat actually starts with your soybeans! Check out these tips to help you get even more Serious about Wheat.

● PLANT EARLIER SOYBEANS

This past winter was a very strong reminder that planting early pays. Most often later soybeans do not give enough added yield to cover lost wheat yield. Plant soybeans that mature early enough to allow for timely wheat planting. Planting wheat beyond the suggested planting date costs you 1 bu/acre for every day we delay planting of wheat.

● IT STARTS WITH HARVEST OF THE PREVIOUS CROP

Spread your residue evenly to ensure the best and most even emergence.

● SEED TREATMENTS MAKE A DIFFERENCE

The value of a professionally applied seed treatment has never been higher. C&M Seeds chooses the top performing seed treatment offerings to ensure your fields do what they should.

● MARKETING NEEDS TO GET MORE ATTENTION

Harvest is typically the lowest time of the year to price your wheat. Serious wheat growers will know their cost of production and have a marketing plan in place that takes advantage of higher priced marketing opportunities!

● THE RIGHT VARIETY FOR YOUR FARM

Not every variety works on every farm. We can help you choose the right variety for your specific soil type, disease spectrum and cropping system.

● UTILIZE C&M SEEDS PROFESSIONAL DEALER NETWORK

With a highly trained, professional dealer network that has countless CCA experience, C&M Seeds' dealers can give you the edge this fall.

● MANAGE FOR PROFIT!

Too many fields will receive either too late or too low of an application of nutrients. Manage intensively to produce maximum yield potential and profit per acre!

● STARTER FERTILIZER

GET IT IN THE ROW – Starter fertilizer value has never been higher. Yield impact can be anywhere from 5-20 bu/acre.

● CERTIFIED SEED

Serious wheat growers know that we need to continue to improve as an industry, and genetic improvement plays a very important role in this.

SETTING A NEW BAR

Blaze

SOFT RED WINTER WHEAT

This young firecracker can yield.

Blaze has looked very strong in fields this year and will definitely get the neighbours talking! A combination of strong agronomics and yield is setting the bar above the tried and true throughout the province. Deliver More next fall with Blaze in your field.

Packing the FHB 1 trait, Blaze has superior FHB/DON tolerance, setting it apart from the others. This is a medium plant height variety with very strong standability. Add a properly timed head fungicide and Blaze will be one to beat in any field on any year. Past issues with Stripe Rust? No problem, Blaze has strong

tolerance to it as well! Blaze was going through registration when the last stripe rust outbreak presented itself and proved to have excellent tolerance to this fast moving disease.

Growing Areas – From the Deep South to the eastern part of the province, Blaze has a great fit! Its strong agronomic package combined with high management will make Blaze a fan favourite. Blaze has performed very well compared to the tried and true across the province this year. Blaze was named for its scorching performances in side by side and field scale trials completed before registration.

SOFT RED



Blaze

Top Features:

- Very Strong Fusarium Tolerance
- Top Level Yield Performance
- Performs Well Across All Soil Types

SEEDING RATE

1.6 Million seeds/acre or 130 lbs/acre

POOR									EXCELLENT	
1	2	3	4	5	6	7	8	9		

YIELD

WINTER SURVIVAL

STANDABILITY

LEAF RUST

STRIPE RUST

FUSARIUM

STRONG NEW VARIETY

Hilliard

SOFT RED WINTER WHEAT

(registration pending)

The "Speedster" is an Offensive All Star!

Hilliard is another strong addition to the C&M Seeds Soft Red lineup. This variety is short but sure packs a punch. It has very fast emergence and above industry standard tolerance to all current leaf diseases. Hilliard's racehorse characteristics make it a great candidate for intensive management; it will respond! It has a light green complexion and tillers well in the fall.

Hilliard is a fast starter, breaking through the soil very quickly at emergence timing. It continues that trait and starts off growing

very early in the spring, giving it an edge on early growth. Hilliard has average fusarium tolerance and very strong stripe rust tolerance.

Growing Areas – Hilliard appears to fit well across the province. Hilliard performs well across multiple soil types. However, like any racehorse variety, place on productive soils with good background fertility for optimal performance. Its short stature and standability allow it to handle higher nitrogen and sulphur rates.

SOFT RED

POOR									EXCELLENT	
1	2	3	4	5	6	7	8	9		



BEARDED

Hilliard

(registration pending)

Top Features:

- Early Starter in Fall & Spring
- Racehorse Variety
- Great Standability

SEEDING RATE
1.6 Million seeds/acre or 140 lbs/acre



CM 614

SOFT RED WINTER WHEAT



Clay Soil Leader - Tops in Many Marginal Soils

CM 614 has been a leader in Ontario for nearly 10 years. This variety is robust and survives extremely well in almost all conditions but performs best on clay. With strong tillering capability CM 614 wins over tough soil conditions - It is a real workhorse variety.

Growing Areas – Area 3 (Ottawa Valley region) loves CM 614 because it has among the strongest winter survival ratings in the market. Even in tough winters like the one we just experience, CM 614 has strong survival. It also excels in the Haldimand, Niagara and Alvinston, Wyoming region because of the predominantly clay soil type.

SOFT RED

POOR									EXCELLENT	
1	2	3	4	5	6	7	8	9		



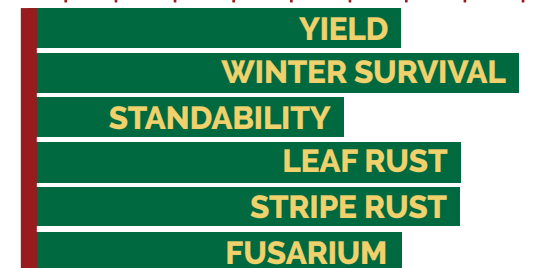
NON BEARDED

SEEDING RATE
1.6 Million seeds/acre or 145 lbs/acre

CM 614

Top Features:

- The Clay Soil Superstar!
- Great Winter Survival
- Excellent Tillering



Cruze

SOFT RED WINTER WHEAT



Cruze to Strong Yields - South London Favourite

Cruze soft red winter wheat has established its roots across Ontario, but loves the growing zone south of London. Growers have loved the wide spread adaptability of this variety. Cruze seems to excel under both high management scenarios as well as in traditionally managed fields.

Growing Areas – London and south has made Cruze an absolute market favourite. Even though that's where it excels most, it's performed well from Palmerston to Hensall and right up to the Central Ontario 401 corridor. Cruze matches the rest of the market leaders and excels with strong disease tolerance.

SOFT RED

POOR									EXCELLENT	
1	2	3	4	5	6	7	8	9		



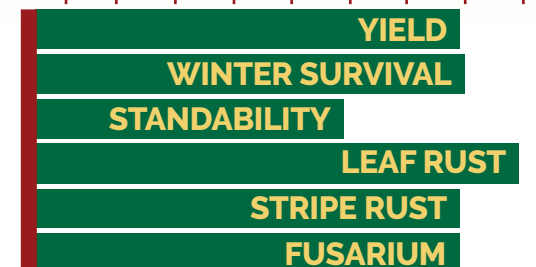
BEARDED

SEEDING RATE
1.6 Million seeds/acre or 140 lbs/acre

Cruze

Top Features:

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





Grow Hard Grow Green

Hard Reds have great pricing that can put more money in your pocket.

HARD REDS



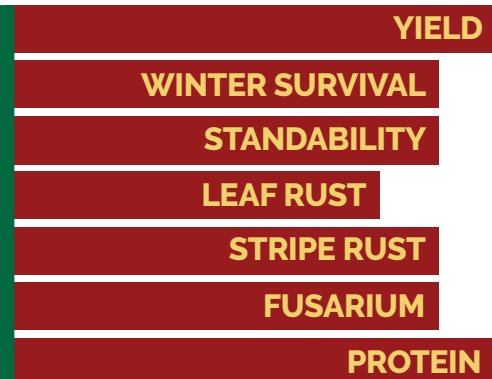
SEEDING RATE
1.6 Million seeds/acre
or 145 lbs./acre

PRO 81 91 NEW

PRO 81 has very strong yield and class topping protein. A good fit for any farm.

Top Features:

- Power packed – like a train
- Med height with great standability
- Excellent performance on all soils



NEW



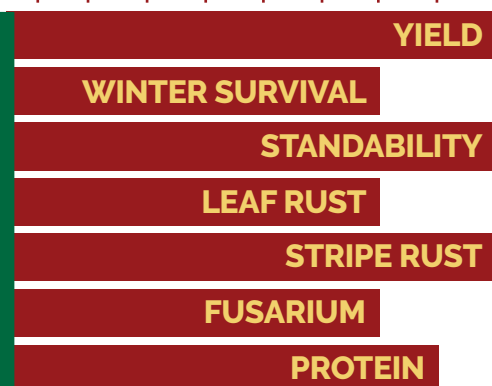
SEEDING RATE
1.6 Million seeds/acre
or 155 lbs./acre

Adrianus 91

Top level yield potential. The "next one" will stand, yield AND get protein.

Top Features:

- The "next" Priesley
- Short stature and great standability
- Performs well in intensive management



SEEDING RATE
1.6 Million seeds/acre
or 165 lbs./acre

Gallus 91

Named in its Austrian heritage, this variety features high protein and very good standability. An overall very good yield and good disease tolerance.

Top Features:

- Highest protein content of Hard Reds
- Great Standability
- Performs well in intensive management



SEEDING RATE
1.6 Million seeds/acre
or 165 lbs./acre

Lexington 91

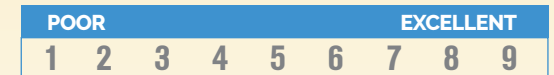
Lexington is the newest hard red for Ontario growers. This hearty and strong variety is ideally suited to Eastern Ontario.

Top Features:

- Great Winter Survival
- Medium height with good standability
- Great protein content



HYBRID RYE



SEEDING RATE
800,000 seeds/acre
- sold by seed count

Brasetto

Brasetto is very high yielding and delivers higher quality production than traditional rye varieties, which is preferred for the milling and distilling market. Brasetto responds to higher level management programs making it the ideal choice for serious rye producers.



New Online Tools Can Help You Learn More

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

Last year we had our largest launch ever with four new, top level varieties. 2020 created a whole new set of challenges for us, and everyone in the world. We have worked hard to create online tools that will allow you to stay home and stay safe.

Take a virtual plot tour of your favourite variety at: www.wheatplot.ca

Now is an exciting time for wheat growers and the C&M Seeds Wheat Team is working for you to grow wheat to its full potential.

We Make Wheat Stronger

You grow wheat because you know it is important to your soil. You grow wheat because it spreads your risk. You grow wheat because it can be the best money maker. You take wheat seriously, just like every other part of your business. **You need serious seed – and we have it.**

TOP QUALITY, HASSLE FREE SEED

We provide germination tested, equally sized seed that exceed industry standards – allowing you to focus on the rest of your business. **Start strong and finish stronger.**

BACKED BY INDUSTRY LEADING KNOWLEDGE

Our team of agronomists and professional dealerships 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, we will continue to work at making wheat the most profitable part of your business. **The genetics you need to succeed!**

TESTING FOR RESULTS

Our 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!

THE BEST SEED TREATMENTS, GUARANTEED

We have proven performance 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!**

VARIETIES FOR ANY SITUATION

Soft Reds, Hard Reds, we have you covered! Leaders in both classes and always looking for more! Clay, Loam, or a little bit of everything – we can recommend the right variety for your farm.

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