



DELIVER MORE

SERIOUS VARIETIES. SERIOUS PERFORMANCE.

FALL WHEAT MANUAL • 2021





FROM THE WHEAT TEAM

Staying Focused

While the global pandemic has kept us closer to home and prevented us from meeting with you at farms shows and events, there is one constant that C&M Seeds remains focused on – delivering the best wheat genetics for Ontario and Eastern Canada producers. The essential business of agriculture is no stranger to navigating challenges and The Wheat Team is proud to support our dealers and growers as they continue to grow, adapt and **Deliver More** to their customers in the global agri-food industry.

Proven Performers

C&M Seeds made their name in the industry with its soft red and hard red winter wheat varieties. We're committed to maintaining this achievement and that's why we've stayed focused on bringing to market wheat varieties we feel will be class leaders. With our current seed lineup we've got you covered for all of your soft red and hard red wheat needs.

Serious Demand

When growing wheat, we know it's important that it adds value – both rotationally and monetarily – to your farm. Our team remains focused on working with end users and domestic trade partners in Canada because we know our best and most profitable markets are the ones closest to home. This includes our Ontario flour milling network.

We see market demand remaining strong domestically for hard wheat and know this can help you secure better value for your hard wheat. As in the past, we expect you will see contracts similar to the food grade bean market to help trade partners secure tonnage. The key to contract success is strong management and starting with C&M Seeds certified seed to ensure market access. Contact your local grain partner to learn about revenue opportunities with hard wheat.

Delivering More

You've heard us say we're serious about wheat – and that's not changing – but the addition of the statement Deliver More is important to understand too. **Deliver More** is a touchstone for C&M Seeds. Operationally we want to Deliver More for our customers. We are doing this through our newly updated seed processing and treating facility, a dedicated agronomy team and our ongoing R&D to find the best wheat varieties. For farmers, Deliver More speaks to improving the sustainability of your farm with a balanced crop rotation that sustains long term soil health and delivering strong yields when you grow a C&M Seeds variety.

We look forward to the day we can gather again for plot tours, but until then we hope you take our virtual plot tour by visiting wheatplot.ca online. *Your success drives our success and The Wheat Team is here to help you Deliver More!*

Ellen Sparry
– Ellen Sparry
GENERAL MANAGER



Influential Women in Canadian Agriculture (IWCA) is a recognition program designed to honour, highlight and celebrate the work women are doing across Canada's agriculture industry.

All of us at C&M wish to congratulate Ellen, as well as the other 6 nominees honoured by the IWCA for 2021.

Thank you Ellen for all the great work you do everyday!

Get Serious About Seeding Rates.

Still planting in bushels/acre?
You could be losing yield.

INTRODUCING THE NEW SEEDING RATE CALCULATOR TOOL

Proper seeding rates consider planting timing vs optimal time of year, seed size, target population, soil type and much more.

Our Seeding rate calculator can help you choose the proper numbers and determine the exact amount of seed you will need.

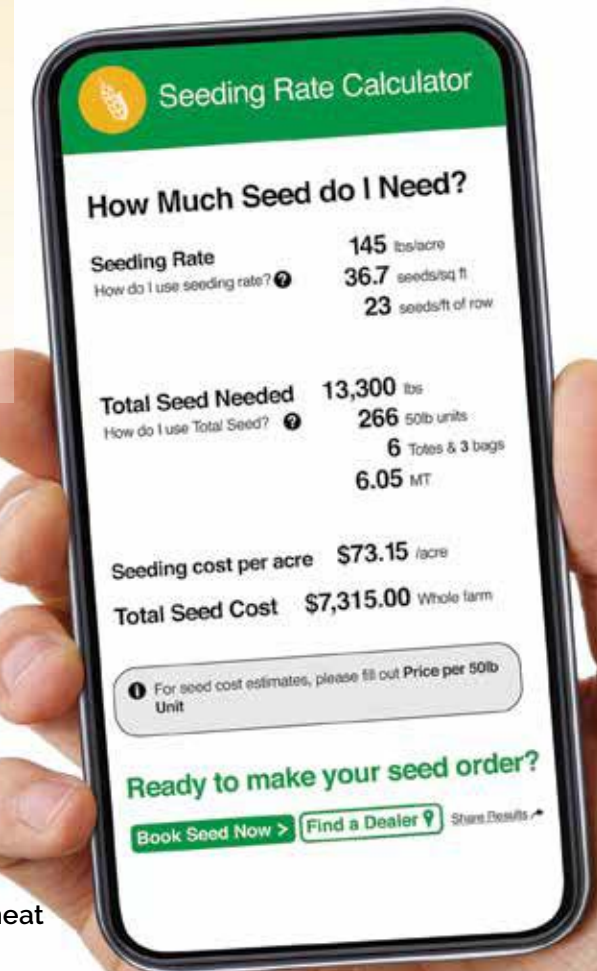
TOO MUCH SEED...

- ▶ Increased Seeding Rate Costs
- ▶ Increased Lodging Potential
- ▶ Higher Disease Rates
- ▶ Increased Risk of Snow Mould
- ▶ Less Yield in Some Situations

TOO LITTLE SEED...

- ▶ Lower Yields in Most Situations
- ▶ Less Profitable Wheat Crops
- ▶ Higher Risk of Weed Infestation
- ▶ Less Yield in Some Situations
- ▶ Higher Risk of Winter Kill in Winter Wheat

Our dynamic seeding rate calculator can be a great checkpoint at the time you order your seed, pick up your seed, at drill calibration time, and even to check survival in the spring. Check it out to get the right seeding rate for your farm!

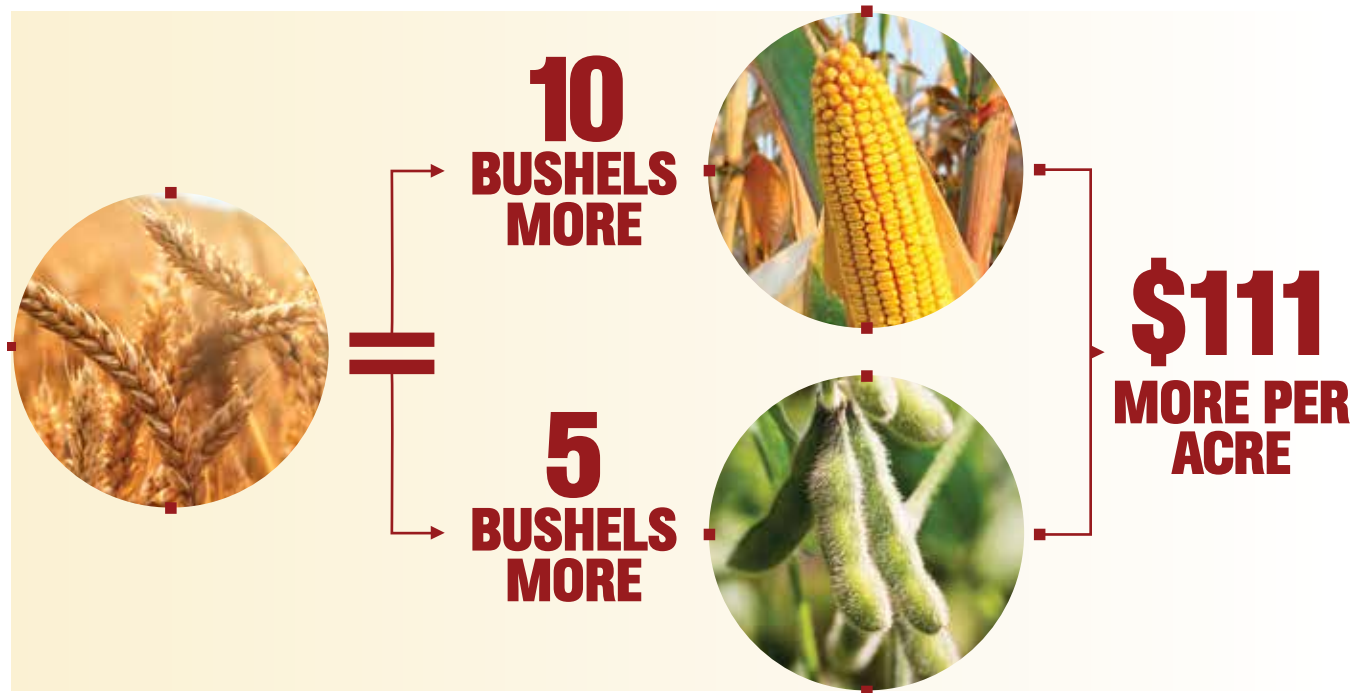


www.seedingrate.ca

Good for Your Bottomline.

More Wheat Leads to Higher Profits in Following Crops.

Long-term research at the University of Guelph's Ridgetown campus shows that winter wheat in rotation provides an additional 10 bushels per acre to corn and 5 bushels to soybeans. At current crop prices, that means an extra \$111 dollars per acre over a rotation that can be attributed to the wheat enterprise.



Additional studies are also showing that there is no loss to future crops when you sell the straw off your wheat acre, improving the overall bottom line of your wheat crop.

As global climate changes, water availability may become unreliable. Limited water could even limit crop yields. Improving soil structure by including winter wheat in crop

rotations could help address both these issues. Keeping wheat in your rotation will help you **Deliver More** across your entire farm – not just your wheat acres.

PLANT WHEAT

HIGHER CORN YIELDS

HIGHER SOYBEAN YIELDS

Source: <https://www.agronomy.org/news/science-news/benefits-wheat-com-soybean-crop-rotations/>

Good for Your Farm.

Get Serious with Wheat

Adding wheat to your crop rotation provides many great benefits.



- ▶ Wheat improves soil health and structure when included into a diverse rotation.
- ▶ Wheat spreads your workload out to different times of the year to allow you to concentrate heavier on each individual or crop.
- ▶ Wheat helps break disease cycles and lower the risk of compaction in fields.

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 time to take wheat seriously. Growing wheat not only makes great money, but also improve the bottom line on your corn and soybean crops as well.

- ▶ Wheat allows for a cover crop system to be easily implemented on your farm.
- ▶ Wheat creates better water infiltration and movement.
- ▶ Wheat increases soil biological activity.
- ▶ Wheat provides an increase in organic matter onto diversified soils.

Seed for Success.

Choosing The Right Variety Can Be Hard,
But We Can Help!

- **TOP QUALITY, HASSLE FREE SEED**

C&M Seeds provides 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**

The Wheat Team and trained dealer network 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, C&M Seeds continues to work at making wheat the most profitable part of your business. We deliver the serious genetics you need to succeed!

- **THE BEST TREATMENTS – GUARANTEED**

C&M Seeds have proven performance results 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!

- **TESTING FOR RESULTS**

C&M Seeds' 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!

- **VARIETIES FOR ANY SITUATION**

C&M Seeds have proven performance results 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!



Mother Nature does her best to remind us how important certified seeds can be to long term sustainability. Stripe Rust has been a reminder that, to remain profitable, we need to continue to invest in our future genetics to stay ahead of ALL diseases also to grow more. We must also slow the spread of glyphosate tolerant weeds that are creating concerns in many parts of Ontario.

*Certified Seed can help with this battle! Certified seeds carry the highest standards for weeds, germination and more! Remember, strong starts lead to strong finishes. You may think you are saving money, but in the long run, it will cost you more. Make the smart decision this fall. **Stop the spread and go hassle free with certified seed from C&M Seeds.***

BLAZE

Serious Yields. Serious Disease Performance.

Proving year after year as a top performer, Blaze delivers a combination of strong agronomics and high yields.

With the FHB 1 trait, Blaze has superior FHB/DON tolerance, setting it apart from the other soft reds. This is a medium plant height variety with very strong standability.

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 farm favourite. Blaze has performed very well compared to the tried-and-true across the province in recent years. Blaze was named for its scorching performances in side-by-side and field scale trials completed before registration.

SOFT RED

POOR						EXCELLENT		
1	2	3	4	5	6	7	8	9



Blaze

Top Features:

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

SEEDING RATE
12,000 Seeds/lb - Long Term Average
1.6 Million seeds/acre or 133 lbs/acre

YIELD
WINTER SURVIVAL
STANDABILITY
LEAF RUST
STRIPE RUST
FUSARIUM



HILLIARD

Serious Emergence, Delivers More Standability.

Short in stature, Hilliard is a strong performer in the C&M Seeds' soft red lineup.

With very fast emergence and above industry tolerance to all current leaf diseases, Hilliard's racehorse characteristics make it a great candidate for intensive management. Light green in complexion, it emerges quickly, tillers well in the fall and starts off growing very early in the

spring. 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



BEARDED

Hilliard

Top Features:

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

SEEDING RATE

12,400 Seeds/lb - Long Term Average
1.6 Million seeds/acre or 129 lbs/acre

POOR									EXCELLENT	
1	2	3	4	5	6	7	8	9		



CRUZE

Serious Favourite. Delivers More with Strong Yields.

Cruze soft red winter wheat has established its roots across Ontario, but loves the growing zone south of London.

Growers have loved the widespread adaptability of this variety. Cruze excels under both high management scenarios as well as in traditionally managed fields.

Growing Areas – London and south has made Cruze an absolute market favourite for that growing region. Cruze has proven itself to perform well in most of the rest of Ontario as well. From Palmerston to Hensall and right up to the Central Ontario 401 corridor Cruze has performed along with the rest of the market leaders and excelled with strong disease tolerance.

SOFT RED



BEARDED

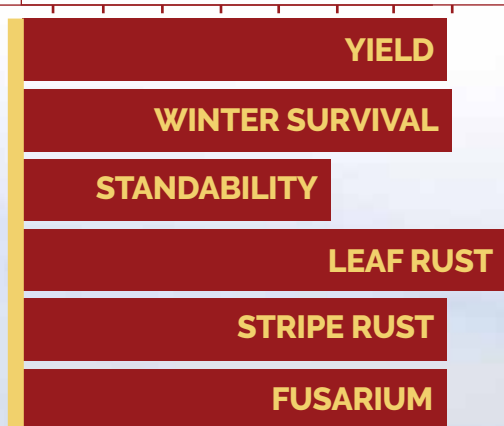
Cruze

Top Features:

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

SEEDING RATE
13,000 Seeds/lb
Long Term Average
1.6 Million seeds/acre
or 123 lbs/acre

POOR									EXCELLENT	
1	2	3	4	5	6	7	8	9		



HARD REDS

HARD RED WINTER WHEAT



BEARDED

SEEDING RATE
12,000 Seeds/lb - Long Term Average
1.6 Million seeds/acre or 133 lbs/acre

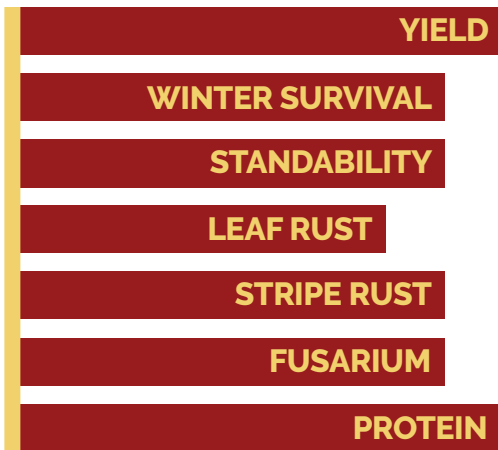
PRO 81 91



Delivers on Yield and Protein.

Top Features:

PRO 81 delivers excellent yield with a very powerful quality profile. The plant structure is similar to that of Gallus. The protein levels are high and there is a very desirable functional profile. This medium height variety is desired by millers.



HARD RED WINTER WHEAT



BEARDED

SEEDING RATE
10,250 Seeds/lb - Long Term Average
1.6 Million seeds/acre or 156 lbs/acre

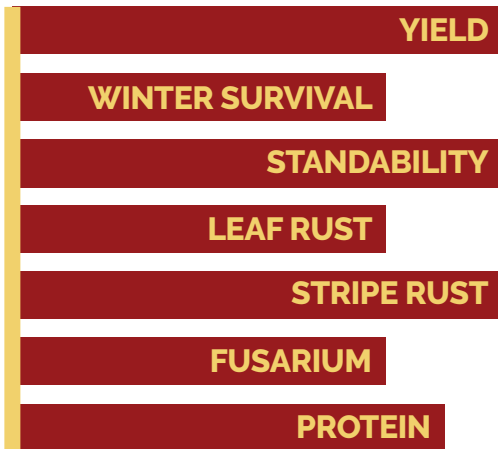
Adrianus 91



Serious Disease Performance and Quality.

Top Features:

Adrianus is an exciting newer variety in the C&M Seeds lineup. Adrianus possesses genetic heritage close to our current race-horse variety Priesley. This short variety exceeds expectations with great yield, functional quality, and protein scores. Adrianus has excellent tolerance to fusarium head blight and leaf diseases.



HARD RED WINTER WHEAT



BEARDED

SEEDING RATE
10,000 Seeds/lb - Long Term Average
1.6 Million seeds/acre or 160 lbs/acre

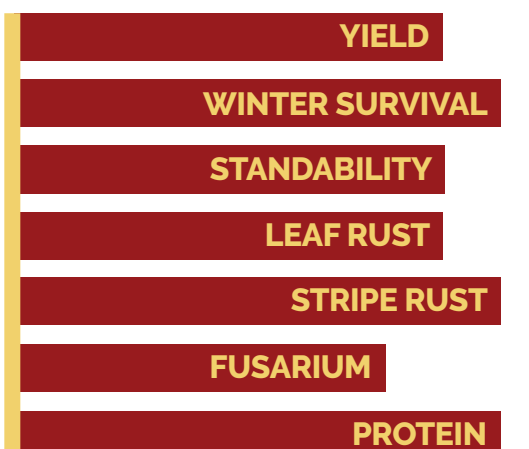
Lexington 91



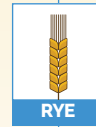
Delivers Durability and Serious Emergence.

Top Features:

With quick emergence, Lexington has an edge under stressful conditions and creates a strong start. With a beautiful deep lush crop canopy, it has competitive yields with a very strong functional profile. The seed provides a very plump sample with large kernels. It is an awned variety and will also provide high volumes of straw.



HYBRID RYE



RYE

SEEDING RATE
Sold by Live Seed Count

Brasetto

Delivers Yield and Quality.

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.



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





Serious Wheat 24/7

Visit www.wheatplot.ca and take a virtual plot tour with the C&M Seeds Wheat Team.

- *Get variety recommendations for your growing area.*
- *Learn about our hard red and soft red varieties.*
- *Find a dealer and book your seed.*

Get Serious About Wheat and Let Us help you Deliver More.



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