

KWS Sterling Puts £s on Your Bottom Line

- **The UK's new leading breadmaker**
- **Highest yielding**
- **Buy-backs available**
- **Good physical grain quality**
- **Short and very stiff strawed**
- **Best rust resistance package**
- **Good resistance to other diseases**

While it normally takes 4-5 years for a breadmaker to find favour with the miller, KWS Sterling comes to the market with a buy-back already in place.

Early release of grain for testing by UK millers has helped ADM – the UK's leading independent miller – to identify it as a Group 2 variety that is well suited to its needs.

And, as more fast-tracked grain becomes available from harvest 2010, KWS Sterling is well placed to attract wide industry attention.

At 102% of controls, KWS Sterling stands some 4% ahead of Cordiale and Einstein, and just ahead of Panorama in Official Trials.

No other breadmaker – Group 2 or Group 1 – beats it for yield and hence growers can capitalise on its barn-filling potential while securing a premium.

KWS UK

KWS UK is one of the leading plant breeding businesses in the UK with a growing portfolio of market leading varieties of oilseed rape, maize, sugar beet and cereals.

Oilseed Rape

Oilseed rape varieties widely available in 2010 include:-

Cuillin – A key hybrid selection for the north with very high yields, and almost complete resistance to light leaf spot.

Eiffel – The ideal Castille replacement with low biomass and superb standing power.

Krypton – Combining outstanding yields, one of the highest oils and exceptional standing power

The company is also the market leader in the supply of HEAR rapes for industrial use. Both Marcant and Palmedor offer exceptional hybrid yields and high oils.

Product Development

As part of our package of support for new varieties, KWS UK carries out trials across the UK. A key focus is our Product Development Field near our base at Thriplow, where all new varieties of oilseed rape, maize, sugar beet and cereals are grown in rotational situations. If you would like an invitation to visit one of our trials this summer, ring Elizabeth Hall on 01763 207317.

Leaders in Biogas

KWS has nailed its flag to the burgeoning EU biogas industry most leading the breeding world with dedicated programmes looking at crops and varieties that produce high power outputs.

Working with 'gigantic' maize material from South America our breeders have developed varieties that produce 10,000 cubic metres of methane/ha from DM yields approaching 30t/ha.

UK trials suggest that these maize types, as well as sugar beet, will be key feed stocks for a growing number of on-farm biogas plants across Britain.

Winter Wheat



KWS Sterling
Put £s on Your Bottom Line

KWS UK LTD

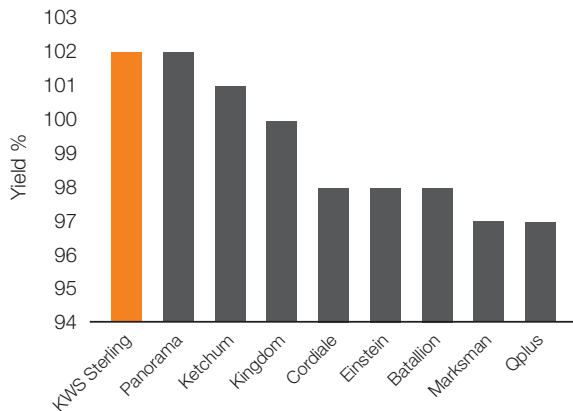
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KWS



Seeding the future
since 1856



UK Treated Yield - Group 2 Varieties
Data source: HGCA Recommended List 2010/11 for Winter Wheat

Group 2 Quality

KWS Sterling has all the quality characteristics needed in a top-performing nabim Group 2 milling variety.

Compared to its nearest Group 2 competitor, Panorama, it has a more robust Hagberg, is shorter strawed and earlier to ripen.

All of these characteristics will help give it an advantage, particularly in a difficult harvest, ensuring the best possible chance of getting the crop in the barn before any potential deterioration in grain quality.

As with any milling quality wheat, growers should give priority to KWS Sterling at harvest and store it separately in good condition.

	Protein	HFN	SPW	Height	Ripening
KWS Sterling	11.4	278	76.5	81	0
Panorama	11.7	251	77.5	92	1

Data source: HGCA Recommended List 2010/11 for Winter Wheat

Variety Commentary From Nabim

“This variety achieved RL status in 2010, and joins Panorama as the highest yielding wheat in Group 2. During 3 years of trials this variety has shown some variability in protein levels but baking quality is acceptable. Good agronomic management may be required to attract higher premiums.”

Miller's Comments

Mark Ringrose
Trading Manager ADM Milling:



“KWS Sterling has good milling and baking attributes that complement ADM's wide ranging gristing requirements.”

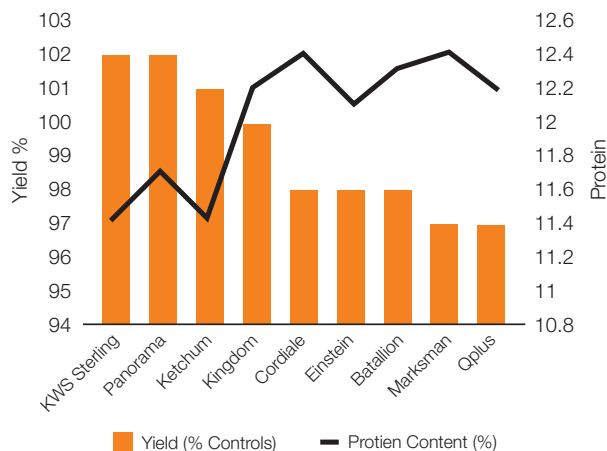
“Our proactive commercial approach and technical expertise has enabled us to identify this promising variety at an earlier stage in development.”

“We have worked closely with KWS for a number of years, the success of Cordiale is a good example of this, and KWS Sterling could be as well.”

“Good agronomic management will be required to secure a full buyback premium, however a scale of fallbacks will be applied to enable wheat to be accepted down to our minimum intake specification.”

Securing Breadmaking Quality

Not surprisingly as a result of KWS Sterling's very high yields, growers will need to utilise high nitrogen inputs and a well-timed fertiliser programme to ensure protein targets are secured.



Recommended List data shows that with increased yield from varieties such as KWS Sterling, you can expect protein dilution and it is important to address this to satisfy contract requirements.

So, compared with Einstein, for example, KWS Sterling is 4% higher yielding and would be expected to require an additional 40kg/ha of available nitrogen to meet similar milling contract needs.

Agronomics

Agronomically, KWS Sterling is stiff strawed and, at 81 cm height, only Grafton is shorter and these characteristics will help speed of combining, further ensuring an easier harvest of a quality crop. However, KWS do advocate the use of a sound PGR programme on KWS Sterling.

KWS Sterling also has good disease resistance ratings including a 9 for yellow rust, but it will benefit from a full fungicide regime to ensure high yield potentials are maintained and grain quality protected.

KWS Sterling	
Mildew	7
Yellow rust	9
Brown rust	7
<i>S. tritici</i>	5
<i>S. nodorum</i>	[6]
Eyespot	6
Fusarium	[6]

Data source: HGCA Recommended List 2010/11 for Winter Wheat

While it is undoubtedly the highest yielding Recommended List breadmaker in the first wheat slot, both KWS and Recommended List trials suggest it may also be suited to the second wheat slot.

So, for growers looking for very high yielding Group 2 premium wheat, that puts £s on their bottom line, KWS Sterling is the best breadmaker in the Recommended List pack.