

EAT. WHEAT. SLEEP. REPEAT.

KNOWLEDGE • GENETICS • PERFORMANCE



2024
FALL MANUAL



Dear Valued Customers,

Our journey at C&M Seeds has been one of continuous learning and unwavering commitment to excellence in wheat. Being serious about wheat, our goal has always been to bring forward the best genetics for you, by understanding the demands of the market and the agronomic needs of our customers. Through research, collaboration, and rigorous testing, we have brought to market wheat varieties that set new standards in yield, quality, and disease resistance.

The foundation of our success has been our focus on **knowledge, genetics, and performance** and this continues to be our touchstone at C&M Seeds.

KNOWLEDGE

- ▶ Our C&M Seeds Wheat Team is second to none. Contact your local rep or our highly knowledgeable dealer network to get all the agronomic advice and wheat information you need.
- ▶ Serious Tools for Serious Growers – the Wheat Team has developed practical tools, like our seeding rate calculator and plant stand calculator, to help you get your field off to a great start and manage it throughout the season. Visit www.seedingrate.ca and www.seriouswheat.ca for a wealth of information and resources.

GENETICS

- ▶ We have been busy evaluating varieties – both locally bred and globally sourced genetics.
- ▶ We are pleased to have two new varieties coming this year – Redford which is a 'good looking' hard red – and a new soft red variety that is promising to be hot!

PERFORMANCE

- ▶ Domestically, there are great contracting opportunities for hard red wheat, and local markets in Ontario have seen steady demand increases. **Want more money? Grow Hard Red!**
- ▶ The right variety on the right acres – starting with advice from the Wheat Team and purchasing certified seed from C&M Seeds is a great way to ensure success for your farm.

Thank you for entrusting us with your farm's wheat seed needs and letting us help you grow your farm business. You drive our dedication to delivering the highest quality wheat seed and genetics, and that has been the cornerstone of our success, shaping the Ontario wheat market into what it is today.

Whether you are considering wheat for the first time, or have been growing with us for many years, C&M Seeds looks forward to helping make wheat a profitable part of your farm. We proudly say we **"Eat. Wheat. Sleep. Repeat."** and that means our Wheat Team is here to help you find the right C&M Seeds variety for the wheat acres on your farm.

Ellen Sparry
Ellen Sparry
GENERAL MANAGER

▶ Wheat varieties registered by C&M Seeds over the last 46 years. **54**

1,000

▶ Up to 1,000 – how many varieties C&M Seeds evaluates **ANNUALLY** to find the best genetics.

five
The number of new wheat classes introduced to the Ontario market by C&M Seeds since 1978.



20,000 field notes taken in the plots that fuel the Wheat Team's knowledge.



5-10 years

The average number of years a variety is in R&D before release. We Learn the variety before it hits your field.

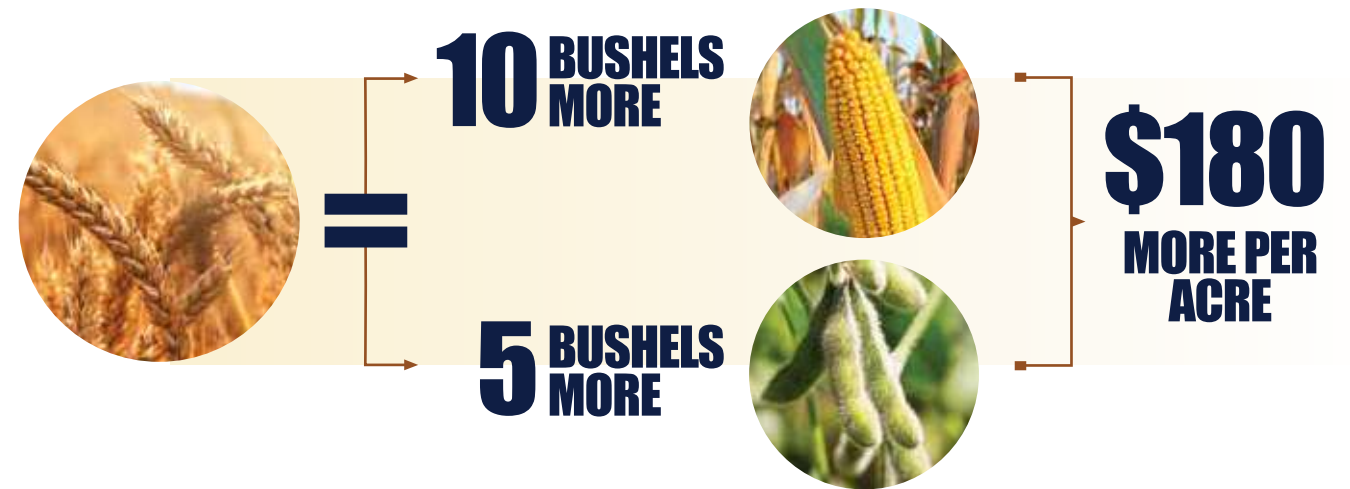


Get Serious Benefits



Integrating wheat into your crop rotation provides several key benefits that enhance soil health, farm management, and productivity.

It's time to take wheat seriously – not only does it improve your farm's sustainability, but it also enhances the profitability of your following corn and soybean crops.



Improved Soil Health and Structure:

Wheat contributes to better soil health by enhancing its structure, leading to increased organic matter and improved biological activity.

Disease and Pest Management:

Growing wheat breaks disease and pest cycles, reducing the risk of infestations that can affect other crops in your rotation, such as corn and soybeans.

Reduced Soil Compaction:

The root system of your wheat crop can help reduce soil compaction, improving root penetration and water infiltration for subsequent crops.

Cover Crop Integration:

Growing winter wheat gives you the benefit of a cover crop, which can further enhance soil health, prevent erosion, and improve water retention.

Financial Benefits: Plant Wheat for Higher Corn and Soybean Yields



Long-term research at the University of Guelph's Ridgetown campus demonstrates that including winter wheat in your crop rotation can yield an additional 10 bushels per acre of corn and 5 bushels per acre of soybeans. With current crop prices, this translates to an extra profit of \$150-180 per acre directly attributable to adding wheat to your crop rotation.

Take the Guesswork Out of Your Wheat

www.SeedingRate.ca

Seeding Rate Calculator

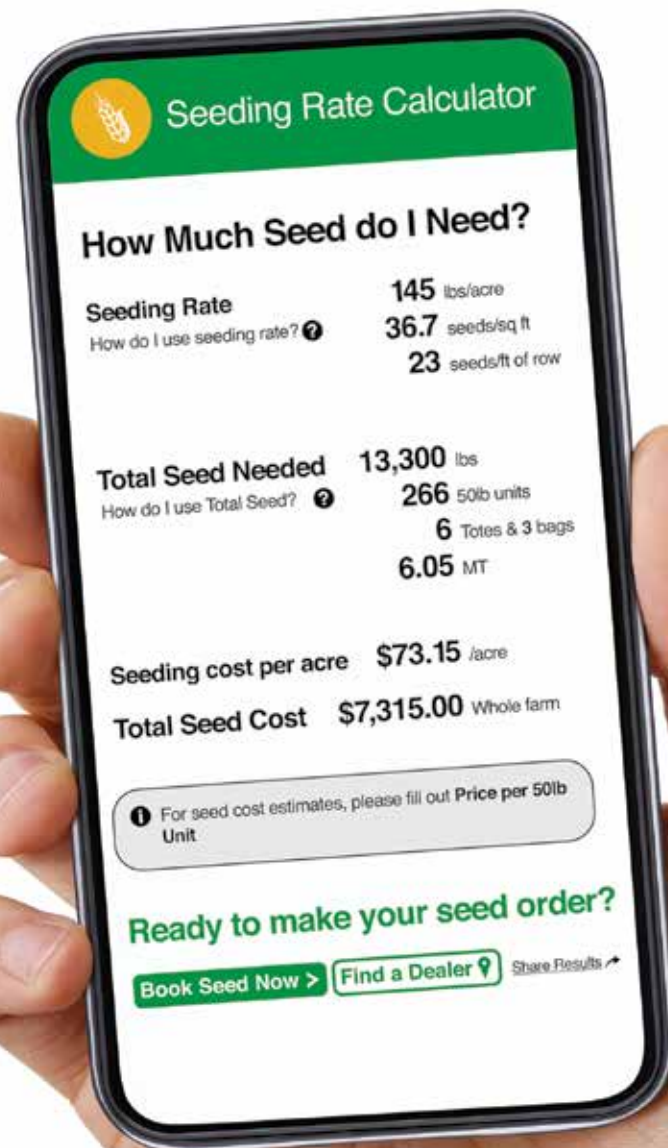
- ▶ Choose the proper seeding rate based on your own needs
- ▶ Determine the exact amount of wheat seed you will need
- ▶ Find your final seed population after planting

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



www.seedingrate.ca



BLAZE

SOFT RED WINTER WHEAT

C&M Seeds' top performer, Blaze, combines a strong agronomic package with high yields. Proven year after year across Ontario, Blaze boasts excellent winter survival. Its large flag leaf and abundant straw make it a favourite among producers, while its smaller seed size saves money through reduced seeding rates.

SERIOUS KNOWLEDGE

▶ Blaze is a fan favourite across the province. It appears to be popular on all soil types and management styles. Blaze features strong disease tolerance making it an excellent choice for conventional as well as organic production.

SERIOUS GENETICS

SEEDING RATE: 12,000 seeds/lb (Long Term Average) or 133 lbs/acre (1.6 Million seeds/acre)
HEADING DATE: 154
HEIGHT: 90cm (Medium - Tall)
HEAD TYPE: Bearded
LEAF STRUCTURE: Curved

SERIOUS PERFORMANCE



BLAZE

TOP TRAITS:

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

	1	2	3	4	5	6	7	8	9	EXCELLENT
YIELD	[Progress bar]									
WINTER SURVIVAL	[Progress bar]									
STANDABILITY	[Progress bar]									
LEAF RUST	[Progress bar]									
STRIPE RUST	[Progress bar]									
FUSARIUM	[Progress bar]									
STRAW VOLUME	[Progress bar]									



HILLIARD

SOFT RED WINTER WHEAT

Hilliard is a robust performer in the C&M Seeds' soft red lineup, well-suited for farms across the province. Known for its rapid emergence and superior tolerance to all current leaf diseases, Hilliard's racehorse characteristics make it ideal for intensive management. This light green variety emerges swiftly, tillers well in the fall, and begins growing early in the spring. Save money through reduced seeding rates.

SERIOUS KNOWLEDGE ▶ Hilliard has proven to perform extremely well when planted late. This variety has won the Palmerston research station trials for multiple years and really pulls away in seasons where we touch the ground in October.

SERIOUS GENETICS

SEEDING RATE: 12,400 seeds/lb (Long Term Average) or 129 lbs/acre (1.6 Million seeds/acre)

HEADING DATE: 152

HEIGHT: 85cm (Medium)

HEAD TYPE: Bearded

LEAF STRUCTURE: Curved

SERIOUS PERFORMANCE



HILLIARD

TOP TRAITS:

- ▶ Strong and early emergence
- ▶ Good fusarium tolerance
- ▶ Medium height, strong standability



SWOOP

SOFT RED WINTER WHEAT

Swoop is the latest addition to the C&M Seeds lineup, offering high adaptability across Ontario. This medium-tall variety produces abundant straw and boasts excellent yields and strong disease resistance. Swoop is an ideal replacement for growers who favoured CM 614. Swoop offers tall growth with average standability, and its performance improves further east, making it particularly well-suited for Quebec and Eastern Ontario.

SERIOUS KNOWLEDGE ▶ Swoop is turning into an area 3 performer. With all of our regional testing, this new variety improves for yield the further east you move. Just remember that tall varieties sometimes need a PGR. Place Swoop in Area 2 or Area 3 or on clay. It is a great CM614 replacement.

SERIOUS GENETICS

SEEDING RATE: 11,500 seeds/lb (Long Term Average) or 140 lbs/acre (1.6 Million seeds/acre)

HEADING DATE: 155

HEIGHT: 96cm (Tall)

HEAD TYPE: Awnless

LEAF STRUCTURE: Curved

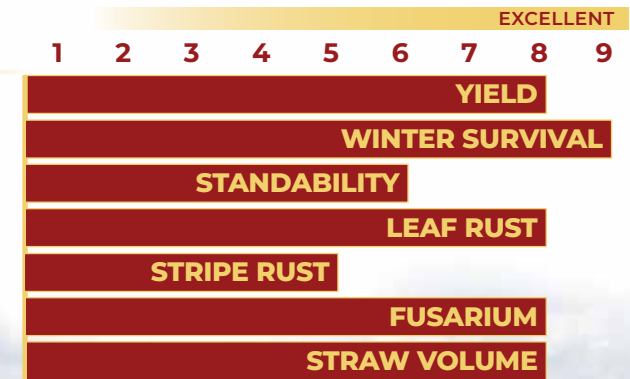
SERIOUS PERFORMANCE



SWOOP

TOP TRAITS:

- ▶ Awnless variety
- ▶ Taller variety with lots of straw
- ▶ Strong yields, improves as you go east



CRUZE

SOFT RED WINTER WHEAT

Cruze is a long-term performer. Cruze has been around for a while and performs best in the southern part of Ontario. Growers who grow Cruze have come to love the consistency of the variety and the overall good package it provides. Cruze is our longest standing Soft Red Winter Wheat.

SERIOUS PERFORMANCE

CRUZE

TOP TRAITS:

- ▶ Strong emergence
- ▶ Early season vigour
- ▶ Late season plant health



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



BEARDED

THE FUZE IS LIT...!

NEW SOFT RED WINTER WHEAT COMING SOON!

SERIOUS PERFORMANCE

EXPERIMENTAL COMING SOON...

TOP TRAITS:

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



SEEDING RATE
11,800 Seeds/lb
Long Term Average 1.6 Million seeds/acre or 135 lbs/acre



BEARDED

HARD REDS

SERIOUS VARIETIES GUARANTEED TO DELIVER

Hard Red Winter Wheat is particularly prized in bread markets, where protein content is crucial. Hard Red provides growers with an opportunity to take advantage of higher pricing and superior sprouting tolerance.

HARD RED WINTER WHEAT

PRO 81

Serious Yield and Protein

TOP TRAITS:

- ▶ Excellent yields with a very powerful quality profile
- ▶ High protein levels and a very desirable functional profile
- ▶ Smaller seeded variety desired by millers

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



BEARDED



HARD RED WINTER WHEAT

Adrianus

Serious Disease Performance

TOP TRAITS:

- ▶ Great yield, functional quality, and protein scores
- ▶ Excellent tolerance to leaf diseases and later maturity
- ▶ Short stature, strong standability

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



BEARDED



HARD RED WINTER WHEAT

Redford

Solid Performer Across the Board

TOP TRAITS:

- ▶ Early Vigour and strong fall emergence
- ▶ Large Flagleaf and desirable look
- ▶ Excellent Protein with good yields

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



BEARDED



HYBRID RYE

Unlock higher yields, superior disease resistance, and sustainable farming with hybrid rye – join the #RYEVOLUTION! Closed loop pricing opportunities exist for this crop.

SEEDING RATE



RYE

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

Brasetto


Serious Yield and Demand

TOP TRAITS:

- ▶ Stands and Yields
- ▶ Great Winter Survival
- ▶ Performs Well across Multiple Soil Types

									EXCELLENT
1	2	3	4	5	6	7	8	9	
YIELD									
WINTER SURVIVAL									
STANDABILITY									
MILLING QUALITY									
TEST WEIGHT									
ERGOT TOLERANCE									

SEEDING RATE



RYE

800,000 - 1M seeds/acre
60-80 lbs/acre

KWS Trebiano


Class Leading Ergot Tolerance with Great Disease Resistance

TOP TRAITS:

- ▶ Strong Yields
- ▶ Excellent Standability with Straw
- ▶ Strong Ergot Tolerance

									EXCELLENT
1	2	3	4	5	6	7	8	9	
YIELD									
WINTER SURVIVAL									
STANDABILITY									
MILLING QUALITY									
TEST WEIGHT									
ERGOT TOLERANCE									

SEEDING RATE



RYE

800,000 - 1M seeds/acre
55-70 lbs/acre

KWS Bono

Shorter Variety with Strong Standability

TOP TRAITS:

- ▶ Consistently High Yields
- ▶ Great Standability
- ▶ Short Straw

									EXCELLENT
1	2	3	4	5	6	7	8	9	
YIELD									
WINTER SURVIVAL									
STANDABILITY									
MILLING QUALITY									
TEST WEIGHT									
ERGOT TOLERANCE									

NEW Varieties Coming Next Year!

MERCEDES

WINTER CANOLA

Mercedes is a newer conventional winter canola hybrid in the Ontario market. Compared to older winter canola varieties, Mercedes early fall vigour combined with excellent winter hardiness make it a great fit for Ontario producers looking for a high-yielding winter canola variety.

Winter canola has an attractive seed price, making it yet another great option as a fall cover crop. **Mercedes'** early maturity creates opportunities for a double crop system or earlier wheat planting timing.

PRICED BY THE LIVE SEED

ORDER DEADLINE

June 15, 2024


SERIOUS KNOWLEDGE ▶ A great step forward from previous genetics in the class. Works from Essex to Ottawa. If it survives the winter, it will be a great yielder vs spring Canola. Many new growers state that it is their most profitable crop.

SERIOUS GENETICS **SEEDING RATE:** 250,000 live seeds per acre (up to 300,000 in tougher or later conditions)

FLOWERING DATE: 135 Days (Early)

HEIGHT: Tall

ROW WIDTH: Adaptable to wide rows (7.5 - 15")



MERCEDES

TOP TRAITS:

- ▶ High Yield Potential
- ▶ Excellent Winter Hardiness vs previous genetics
- ▶ Performs well across multiple soil types
- ▶ Great blackleg resistance

									EXCELLENT
1	2	3	4	5	6	7	8	9	
YIELD									
WINTER SURVIVAL									
STANDABILITY									
HARVESTABILITY									
FROST TOLERANCE									



Genetics, Performance and Knowledge

OUR FOUNDATION OF SUCCESS

So Much More than a Bag of Seed!

► **PREMIUM, HASSLE-FREE SEED**

Begin strong and finish even stronger with C&M Seeds. Our seeds are germination-tested and uniformly sized, surpassing industry standards.

► **UNRIVALED EXPERTISE**

The Wheat Team and our trained dealer network possess unparalleled knowledge collected over the last 46 years. We live and breathe wheat – it's our sole focus.

► **DEDICATED TO INNOVATION**

With a long history of introducing new classes and varieties to the Ontario market, C&M Seeds is steadfast in our commitment to making wheat the most profitable part of your farm.

► **RESULTS-DRIVEN TESTING**

C&M Seeds' R&D program evaluates over 1,000 varieties annually from around the globe to ensure Ontario wheat growers stay ahead of diseases like stripe rust. We test in the same conditions you experience on your farm!

► **TAILORED VARIETIES FOR YOUR FARM**

Whether you need soft reds, hard reds, hybrid rye or winter canola, the wheat team has you, and your ground covered!

► **PERFORMANCE & PROTECTION – GUARANTEED**

C&M Seeds ensures top-tier performance through our independent research program. We select only the highest-performing seed treatments from our trials for our seed.

Certified!
Seed
INVEST IN YOUR FUTURE

The resurgence of stripe rust serves as a reminder that to stay profitable, we must invest in future genetics to combat all diseases and maintain our yields. Certified seed is a valuable ally in this effort! It offers reliable agronomic properties and assured standards for weeds, germination, and more.

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

C&M
seeds
THE WHEAT COMPANY