

MAXIMUS® Rapeseed Hybrids

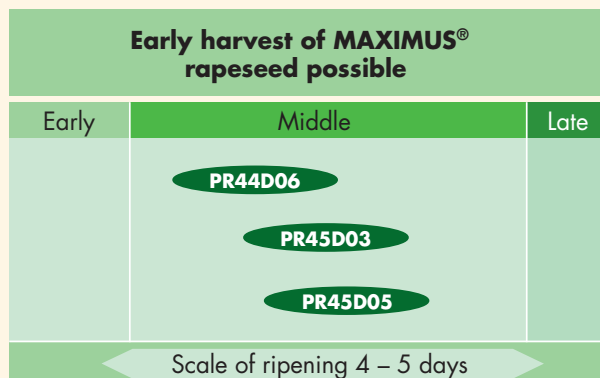
Advice for Growing and Harvest

Seed Treatment: MAXIMUS® rapeseed hybrids are available treated with Cruiser® OSR. The Pioneer seed treatment plants are ISO 9001:2008 certified.

Management of Crop: Growth regulator and fungicide applications are likely to enhance yield. Please take advice from a qualified agronomist and follow timings rates recommended by the spray manufacturer.

Product Specification: Pioneer rapeseed is supplied in packs containing 2 million viable seeds. One pack is sufficient to sow 4 hectares at a sowing rate of 50 seeds per square metre.

* Cruiser® is a registered trademark of Syngenta.



The MAXIMUS® Rapeseed Class in Overview

New

PR44D06

The new MAXIMUS® semi-dwarf hybrid from Pioneer with improved seed yield and oil content in Pioneer PACTS Trials.

Established Choice

PR45D03

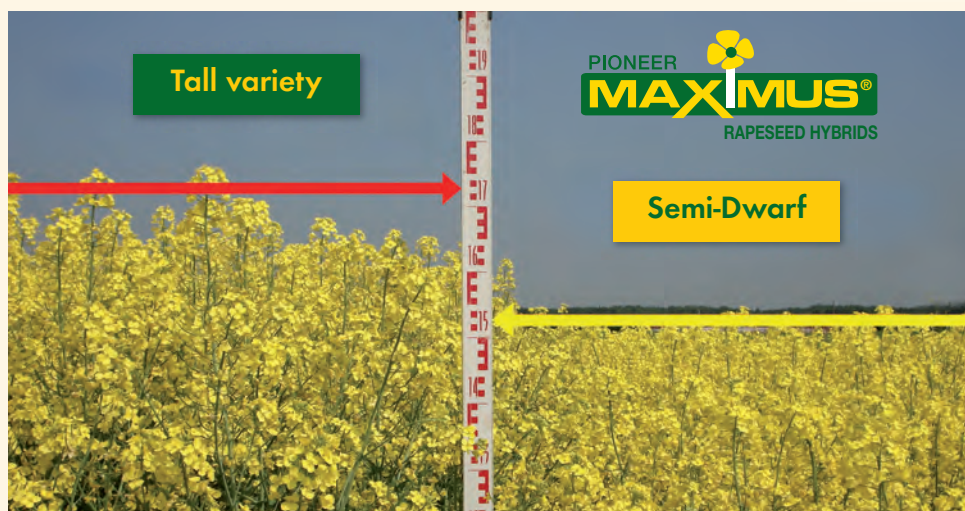
With the highest gross output treated yield of its type. Pioneer's leading MAXIMUS® rapeseed hybrid on the 2010 HGCA Recommended List (East and West).



Established Choice

PR45D05

A Candidate semi-dwarf variety for the 2011 Northern HGCA Recommended List. Improved oil content and increased yield make PR45D05 the semi-dwarf variety with the highest gross output in HGCA Recommended List Trials.



Pioneer acknowledges the use of the HGCA database which can be consulted at www.hgca.com

Pioneer Test The Best® and Strip Trial Programmes

- ✓ Some of the unique advantages of MAXIMUS® rapeseed hybrids e.g. ease of spray applications, efficiency of harvesting and faster harvesting speeds cannot be easily measured and accounted for in small plot trials such as those run by the HGCA and TAG.
- ✓ Consequently Pioneer complements results from small plot tests with its Test The Best® and PACTS® (Pioneer Accurate Crop Testing System) trials. These two programmes help Pioneer customers quantify the full advantages of MAXIMUS® rapeseed hybrids for themselves on or near their own farm. Pioneer hybrids are planted on a field scale or in wide strips and provide first hand experience for growers wishing to check out the full potential of Pioneer's MAXIMUS® rapeseed hybrids.
- ✓ Complete an application form for free of charge Pioneer Test The Best Seed® or ask Pioneer which is your nearest oilseed rape PACTS® Trial.

The Pioneer Strip Trial Programmes are ISO 9001:2008 certified.



Current Pioneer Strip Trial Results under
www.pioneer.com/uk



PR45D03 | PR45D05 | PR44D06



PIONEER®
A DUPONT BUSINESS

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PIONEER
MAXIMUS[®]
RAPESEED HYBRIDS

MAXIMUS[®] Semi-Dwarf Rapeseed Hybrids

The X-tra Class in Rapeseed Cultivation!



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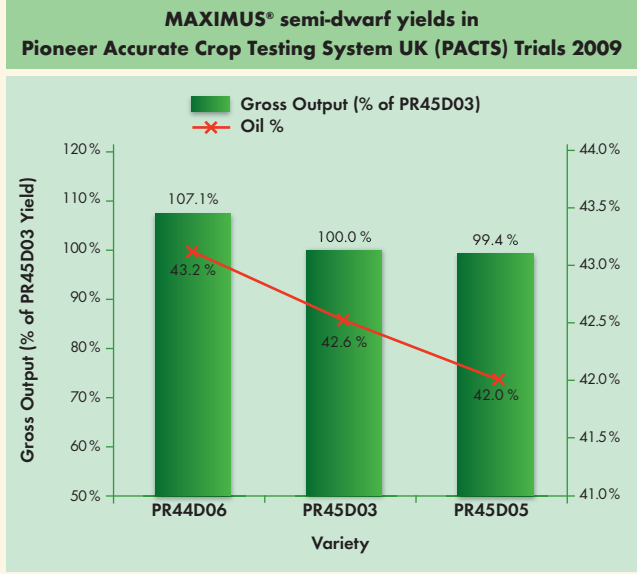
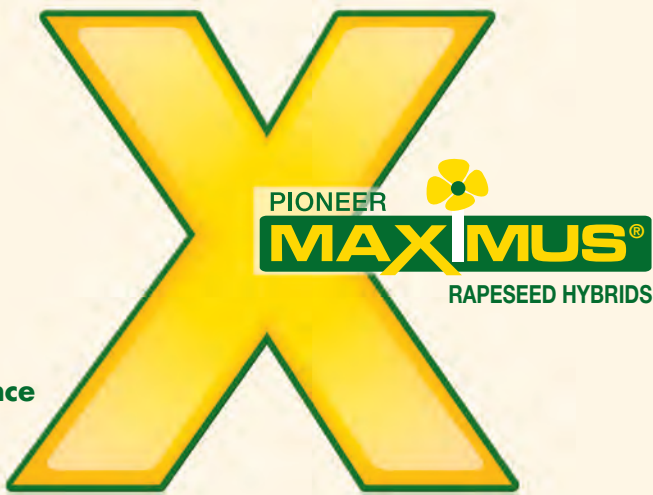
Up to
£ 67*/ha
 more profit
 for you!
*Feiffer Consult,
 Kirchheilingen 2007

MAXIMUS® Rapeseed Hybrids Set New Standards

Pioneer MAXIMUS® semi-dwarf rapeseed hybrids offer unique and simplified crop management advantages from planting to harvest.

- X-tra high harvestable yield**
- X-tra wide planting window**
- X-tra strong root system**
- X-tra winter hardiness**
- X-tra short plant height and lodging resistance**
- X-tra easy and faster harvesting**

Welcome to the MAXIMUS® rapeseed class.



X-tra high harvestable yield

PR44D06 is the new MAXIMUS® semi-dwarf rapeseed hybrid with significantly improved gross output.

PR44D06 is the highest yielding MAXIMUS® semi-dwarf hybrid to be launched so far in the UK.



X-tra wide planting window

MAXIMUS® rapeseed hybrids are very unlikely to elongate in the stem before winter making them well suited to early sowing.



Source: Schenklingfeld, Nov. 20, 2008

Good winter hardiness is also a favourable characteristic.

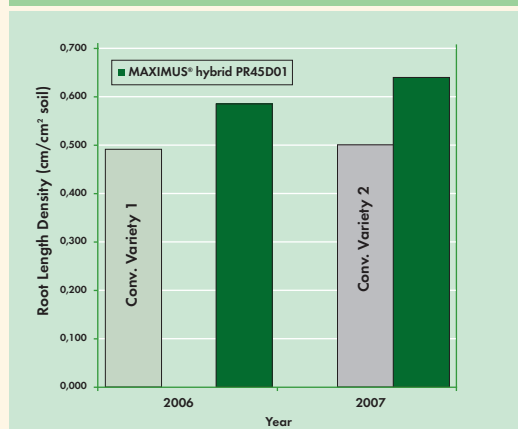
The normal height hybrid pictured right is strongly at risk from early stem elongation whereas the MAXIMUS® rapeseed type on the left with its compact root neck is not.

- ✓ The compact root neck of MAXIMUS® rapeseed promotes good overwintering
- ✓ Low tendency of MAXIMUS® rapeseed hybrids to bolt suits early sowing

MAXIMUS® rapeseed hybrids can be planted safely during the entire normal sowing period.

Recommended sowing rates and planting times			
Early	Middle		Late
	40°	PR44D06	60°
	40°	PR45D03	60°
	40°	PR45D05	65°
*Viable seeds/sqm			
Planting date:	10.8.	15.8.	30.8. 10.9.

Root length densities in MAXIMUS® rapeseed hybrid versus conventional open pollinated varieties



Source: ADAS 2006

X-tra strong root system

Rooting Length Density (RLD) gives the average length of roots in a cubic centimetre of soil. The higher the value is, the better the uptake of nutrients and water.

Over two years of trials the MAXIMUS® rapeseed hybrid had a 19 % and 28 % higher RLD, respectively, than the conventional open pollinated variety.

MAXIMUS® rapeseed hybrids are more tolerant to drought stress and take up nutrients more efficiently.



Above: MAXIMUS® rapeseed PR45D03
Below: Normal Height Hybrid

X-tra winter hardiness

Favourable observations of MAXIMUS® rapeseed types in Pioneer trials:

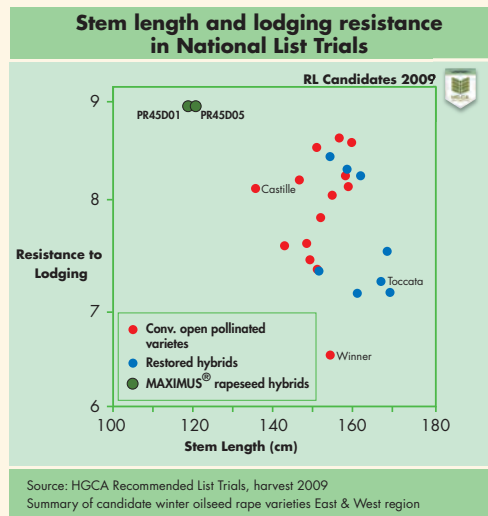
- ✓ Increased root biomass (ADAS 2007)
- ✓ Negligible autumn stem elongation
- ✓ Spreading growth habit
- ✓ Very good wintering hardiness and fast re-growth in spring
- ✓ High leaf sugar concentration enhancing resistance to frost damage

MAXIMUS® rapeseed hybrids have not exhibited significant damage in years when frost has caused crop damage.

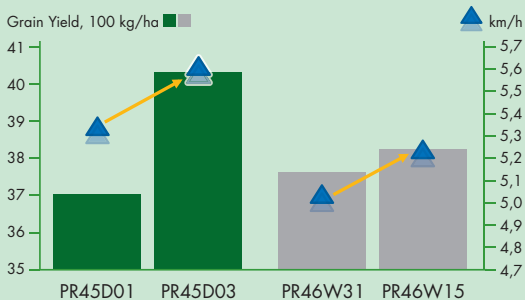
X-tra short plant height and lodging resistance

- ✓ Typical maximum height of MAXIMUS® rapeseed hybrids is between 120 and 125 cm
- ✓ Maximum crop height is very consistent regardless of varying field factors
- ✓ Height reliability enables easy application of sprays and fertiliser
- ✓ Timing of crop treatments can be more easily optimised
- ✓ Significantly reduced risk of lodging

MAXIMUS® rapeseed hybrids are the better low biomass varieties.



Yield and harvest speed in Pioneer trials



Source: Agri Con Pioneer Trials 2007

X-tra easy and faster harvesting

- ✓ The HGCA recognised the value of semi-dwarf hybrids by establishing a separate classification for them in the 2009/10 Recommended List.
- ✓ This decision was influenced in part by the results of trial work conducted for Pioneer by Feiffer Consult in Germany on PR45D01.
- ✓ Further investigations by Agri Con confirmed:

MAXIMUS® rapeseed hybrids improved threshing efficiency and reduced fuel consumption at harvest.